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Kaja Skerlj

Product Designer based in Berlin, using design and code to build products and experiences from 0 to 1, driving social and environmental impact.

SKILLS

Design

Design Systems
Prototyping
Wireframing
Usability Testing
Pitch Deck Design

Tools

Figma
Rive
WordPress
Notion

Tech

React
Next.js
Tailwind CSS
Framer Motion
Sanity CMS
HTML & CSS

Languages

English (fluent)
Spanish (intermediate)
Slovenian (native)

ACCOMPLISHMENTS

Social Tides | Social Entrepreneurship Award

Social Impact Award Slovenia

NSF's Innovation I-Corps Award

NCAA Teamwork and Collaboration

Lehigh University Leadership Camp

Emerging Leaders Program

Full Athletic Scholarship @ LehighU

World Youth Championship, 400m hurdles

EDUCATION

Lehigh University, PA, USA

B.S. Product Design, Magna Cum Laude (2017-2021)

M. Eng. in Technical Entrepreneurship (2021-2022)

EXPERIENCE

Soniox, REMOTE, EU

Product Designer, JUNE 2024 - JAN 2025

- Early-stage AI startup. First designer responsible for the API console, playground, and website design.
- Helped with the launch of our new AI model.
- Led the design initiatives across all product and marketing surface areas.

Klub Ada, SLOVENIA, EU

Co-founder, OCTOBER 2023 - PRESENT

- Community for women in tech in Slovenia.
- Developed Klub Ada's website using Next.js, React, Tailwind, Framer Motion, and Sanity CMS ([Github](#)).
- Leading the brand identity and design efforts.

WordMe, REMOTE, EU

Co-founder, CPO, SEPTEMBER 2022 - JANUARY 2025

- Designed, tested, and launched a card deck for emotional expression, selling 100+ units.
- Led the design of the [landing page](#), blog, and newsletter.
- Recipient of [Social Tides Award](#), financed by Google and finalist for [Social Impact Award Slovenia](#).

Sony, REMOTE, USA

UX Designer, DECEMBER 2020 - JUNE 2022

- Led a redesign of a Web App *Opbro*.
- Designed 3 new features in Figma based on user feedback.
- Conducted user research, defined customer needs and user persona, analyzed the competitor landscape, led user interviews over Zoom, and designed hi-fi wireframes in Figma.

UX Designer Intern, AUGUST 2020 - DECEMBER 2020

- Led a redesign of an iOS app *Studence*.
- Conducted and analyzed quantitative user interviews with 55 students using Google Forms. Led usability testing with 12 participants via Zoom to refine the interface.
- Worked on defining customer needs, created a user journey map, and designed lo- to hi-fi wireframes.
- Collaborated with the marketing team on the LP design and A/B tested the site.

Reciprocity, SAN FRANCISCO, CA

Marketing Designer, MAY 2019 - AUGUST 2021

- Responsible for design of monthly webinar materials — email design, one pager, infographics, banner ads, sign-up page, social banner, slide deck using Adobe CC and Figma.
- Built and launched Slack community ZenGage, growing membership from 0 to 160 in one month and increasing by 270% over 6 months.