Jaka Fefer

Senior
Product Designer

> " Design is not just what it looks like and feels like. Design is how it works. "
>
> Steve Jobs

Email
fefer.jaka@gmail.com

I'm from
Ljubljana, Slovenija

Socials

Linkedin
/jakafefer

Languages

Slovenian
Native

English
Professional working

Spanish
Elementary

About me

Senior Product Designer with 6+ years of experience designing complex, data-heavy products in fintech, infrastructure, and early-stage tech environments. I specialize in high-risk user flows where clarity, error prevention, and trust are critical, including products involving irreversible or financially sensitive actions.

I've led end-to-end product design from concept to launch, built scalable design systems, significantly improved onboarding and early user activation, and influenced product and operational decisions that reduced costs and extended runway. I work closely with engineering and product leadership, often acting as the design authority on usability, risk, and scope tradeoffs.

With a background in computer engineering and frontend development, I design with implementation in mind, understand technical constraints, and collaborate effectively with engineers to ship high-quality products under real business and delivery constraints.

Selected Experience

- Owned the design of critical decision and confirmation flows for irreversible financial actions, reducing user error and increasing confidence in high-risk transactions.

- Improved onboarding completion by ~40% on an early-stage trading platform through structured education and sandbox flows.

- Reduced product and operational costs by ~27% through design-system efficiency and direct collaboration with founders on financial and scope decisions.

- Identified and corrected outsourced development inefficiencies, resulting in a 50% cost reduction over six months.

Experience

Nov 2024 – Aug 2025 ⦿ Remote

Product Designer & Manager
DeSciWorld

- Owned end-to-end product design and UX for a research and collaboration platform, contributing directly to product direction and roadmap decisions.

- Designed and maintained a scalable design system in Figma using variable-driven tokens for typography, color, spacing, and theming, supporting long-term consistency and faster development.

- Built responsive UI frameworks using auto-layout, component logic, and prototyping techniques, reducing design-to-development handoff time by 30%+.

- Created production-aligned, testable prototypes that accelerated iteration cycles and improved alignment between design and engineering.

- Worked closely with engineers throughout implementation, resolving layout and UI issues directly and improving accuracy between design intent and shipped product.

- Led UX reviews and flow optimizations, improving usability and consistency across core user journeys.

- Partnered with the founder on product and operational cost decisions, identifying inefficiencies that reduced monthly operating costs by ~27% and extended the company's runway.

Jan 2022 – May 2024 ⦿ Remote

Product Designer
EasyX

- Designed UX for an early-stage, high-risk trading platform where users made irreversible financial decisions, requiring strong confirmation, error prevention, and trust signals.

- Led the design of structured onboarding and critical decision flows for an early-stage, high-risk trading platform, improving onboarding completion by ~40% while reducing user errors through clear risk communication and confirmation patterns.

- Built and tested interactive prototypes with 50+ participants, translating usability findings into concrete improvements before launch.

- Collaborated with product leadership on feature tradeoffs, scope reduction, and prioritization based on user needs, competitive analysis, and engineering constraints.

- Acted as the final design gate for high-risk user flows, blocking unsafe or unclear interactions from shipping and enforcing simplified, lower-risk solutions under time and delivery constraints.

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Jan 2024 – Present ⦿ Remote

Co-Founder, Product Designer
MightyWorks

- Co-founded a product and design studio delivering branding, UX, and product design for 20+ client projects across fintech, infrastructure, and data-driven products.
- Led discovery workshops and design sprints, translating ambiguous client needs into clear product direction, priorities, and roadmaps.
- Designed multiple zero-to-one products, creating modular design systems and responsive UI patterns optimized for efficient development.
- Managed up to five parallel client engagements, coordinating scope, timelines, and stakeholder communication.
- Conducted usability interviews and post-launch iteration cycles to validate assumptions and continuously improve shipped products.
- Balanced client expectations, scope, and delivery timelines across multiple concurrent engagements, ensuring sustainable execution in a services-based business.

Jan 2021 – Nov 2022 ⦿ Remote

Product designer, Scrum master
Otaris

- Joined the founding team as lead product designer, defining core UX flows and UI systems from the ground up.
- Took on the Scrum Master role, coordinating sprint planning, backlog grooming, and team rituals across design and engineering.
- Collaborated with the product owner to prioritize features and adapt the roadmap to evolving business needs.
- Led a cross-functional team to deliver a polished, production-ready product under startup constraints.

Jan 19 – Oct 2022 ⦿ Remote

Product Designer, Project Manager
Faculty Group

- Designed UX and UI for multiple digital products, turning user feedback into actionable design iterations.
- Managed design and delivery across four concurrent projects, maintaining consistency and execution quality.
- Acted as the primary bridge between engineering and business stakeholders, resolving blockers and driving day-to-day decisions.
- Identified inefficiencies in an outsourced development engagement by auditing weekly work reports and comparing estimates against actual frontend effort, resulting in renegotiation of the contract and a 50% cost reduction over the following six months.
- Leveraged technical understanding of frontend development to assess implementation feasibility and prevent unnecessary spend.
- Contributed to a product that successfully raised a significant funding round by supporting UX and product clarity during early-stage development.

Additional Experience

May 2023 – Dec 2023 ⦿ Remote

Product Designer
Social Kung Fu

Designed a gamified educational product focused on behavior change and skill acquisition, incorporating progression systems, community features, and interactive learning flows.

Jul 2019 – Nov 2021 ⦿ Remote

Graphic Designer
X8C Marketing Agency

Early-career role focused on visual design, motion graphics, and branded assets.

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Tools, Methods, and Domain Expertise

Design

Product Design (UI/UX)	UX Research	User Journey Mapping
Interaction Design	Design Systems	Prototyping & Validation
Risk-aware UX & Trust Design	Data-dense Interface Design	

Management

SCRUM	Project Management	Product Discovery & Prioritization

AI & Code-Adjacent Workflows

AI-assisted prototyping	Code-adjacent design workflows
Design–Engineering Collaboration	Design-adjacent frontend implementation

Education

UL NTF — Faculty of Natural Sciences and Engineering	G — Google	freeCodeCamp
Graphic and Media Technology	**Google UX Design Professional**	**Responsive Web Design Developer**
2016–2019	Jul 2021 – Dec 2022	Mar 2020

Main Tools

Figma	Adobe Creative Suite	Cursor	ClickUp
UI Design, prototyping	Design	Prototyping	Project Management