JONATHAN SOJA
Product Designer (UX/UI)

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ABOUT ME

User-focused Product Designer fluent in English and German, with expertise in the full design lifecycle—from research and wireframing to prototyping and iteration. Skilled in conducting user research, ensuring cross-platform consistency, and collaborating with cross-functional teams to deliver impactful, data-driven designs.

EXPERIENCE

Product Designer | Erasys GmbH, Berlin (March 2022 - present)

Enhanced the design and growth of ROMEO, a leading social and dating network with over 3M global users.
- Maintained and expanded the Design System, ensuring consistency across desktop, Android, and iOS platforms.
- Designed seamless, user-centered interfaces in collaboration with developers, product owners, and marketing teams.
- Conducted user research, usability testing, and prototyping to validate concepts and refine user experiences.
- Delivered and presented strategic design solutions to stakeholders, influencing key decisions.

UX/UI Designer | Pink Triangle Press, Toronto (September 2020 - February 2022)

Spearheaded UX/UI design for multiple digital products as the sole designer in an Agile environment.
- Improved user satisfaction and retention by redesigning core features of two dating platforms using user-centered design.
- Revamped the Pink Triangle Press website to align with stakeholder goals, enhancing brand visibility and attracting top talent.
- Contributed to the responsive redesign of the award-winning news magazine website *Xtra*, prioritizing accessibility and usability.

UX & Product Designer | Freelance, Toronto (May 2018 - September 2020)

Delivered tailored UX solutions through user research, wireframing, prototyping, and stakeholder presentations.
- **Pink Triangle Press** (2019-2020): Optimized mobile user experience, driving traffic and earning a full-time role.
- **Blue Mountain Hay** (2018-2020): Designed a web app for inventory management, reducing data errors for a U.S. farming distributor.
- **ScholarMe** (2018): Increased sign-up completion rates by simplifying complex forms with UX best practices.
- **Toda.Network** (2018): Developed wireframes and prototypes for stakeholder demos showcased at international tech events.

EDUCATION

UX & Product Design (Full-time Immersive): General Assembly Toronto, 2018
BFA in Theatre Performance: Toronto Metropolitan University, 2000-2004

Main tools: Figma, Sketch, Miro, Jira, Confluence