

# JONATHAN SOJA

## UX & PRODUCT DESIGNER

+1 647 880 7652

jon.soja@gmail.com

linkedin.com/in/jonsoja

www.jonathansoja.com



## ABOUT ME

As a UX & Product Designer with a varied career background and diverse skill set, I proudly take a user-first approach to successfully and creatively solve digital problems. Discovering a product's voice and tone inspires me; user research, competitor analysis, wireframing, and prototyping are my jam; fostering strong relationships with developers and product owners are a top priority; and building trust with users is key.

## EDUCATION

### UX & Product Design (Full-time Immersive, 400+ hrs)

Bitmaker General Assembly,  
Toronto, ON, Canada  
March - May 2018

### Bachelor of Fine Arts in Theatre Performance - Acting

Ryerson University,  
Toronto, ON, Canada  
2000 - 2004


## LANGUAGES

English • German

## SKILLS

 Sketch

 InVision

 Balsamiq

 Principle

 Framer

 Photoshop

 InDesign

## EXPERIENCE

### UX/UI Designer

Pink Triangle Press • September 2020 - present

- Working in cross-functional teams in an Agile environment as the sole UX/UI Designer on various company products.
- Creatively rethinking and redesigning key features of two dating apps, successfully increasing user satisfaction & engagement.
- Aiding in the responsive redesign of online news magazine Xtra, focusing on brand consistency, accessibility, and readability.

### UX & Product Designer

Freelance • May 2018 - September 2020

- Worked on a wide range of contracts that required user research, user flows & persona creation, wireframe production in various fidelities, prototyping, user testing, and stakeholder design presentations.
- Main projects include:

#### UX/UI Design, Pink Triangle Press (2019-2020)

- Adapted popular desktop-only features for mobile for their dating apps, which led to a full-time job offer.

#### UX Design & Product Management, Blue Mountain Hay (2018-2020)

- Worked closely with the client and developers to design an administrative web app for a successful US-based farming company, simplifying their workflow and reducing data errors.

#### Form Design Consultation, ScholarMe (2018)

- Applied best practices to their complex sign-up process, increasing completion rates.

#### Rapid Prototyping, Toda.Network (2018)

- Provided wireframes and prototypes for their design concepts, to be used for stakeholder & tech conference demonstrations.

### Web Content & Office Manager / In-House Graphic Designer

Goethe-Institut Toronto • March 2010 - March 2018

### Sales Assistant & Social Media Coordinator

MuchMusic / CHUM Interactive • September 2004 - December 2008