

Jaka Fefer

Founding Product Designer

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SUMMARY

Founding product designer with 7+ years on complex, data-heavy software, mostly fintech, trading and DeFi. I have been on the founding team three times, most recently as founding designer at Megawatt, usually as the only designer working with remote engineers. On a leveraged trading platform I owned the flows users could not undo, and the onboarding redesign there lifted completion by about 40%. I build Figma design systems on variables and prototype in code with AI tools every week.

EXPERIENCE

Founding Product & Brand Designer

Megawatt Solutions, Ljubljana (Hybrid)

05/2026 – Present

Set up the design system and brand for an early-stage energy-backed yield (RWA) platform and defined how AI tools fit into the team's design process.

- Built the Figma design system on variables and rebuilt the visual identity.
- Own UX, research and prototyping as the company moves into product; prototype flows in code with AI tools weekly.

Product Designer & Manager

DeSciWorld, Remote

11/2024 – 04/2026

Owned end-to-end product design for a research and collaboration platform, including roadmap and cost decisions.

- Built a variable-driven Figma design system for type, color, spacing and theming, cutting design-to-development handoff time by 30%+.
- Led UX reviews across all core journeys and reworked flows that were doing two jobs at once.
- Partnered with the founder on operating decisions that reduced monthly costs by ~27% and extended runway.

Co-Founder, Product Designer

MightyWorks, Remote

01/2024 – 12/2025

Co-founded a design studio delivering UX and product design for 20+ client projects across fintech and infrastructure.

- Managed up to 5 parallel client engagements, coordinating scope, timelines and delivery with distributed teams.
- Built modular Figma design systems and shared libraries that several product teams worked from.
- Led discovery workshops that turned ambiguous briefs into direction a team could build against.

Product Designer (Part-time)

EasyX, Remote

01/2022 – 05/2024

Sole designer on a leveraged trading platform where every action was irreversible; design authority on high-risk flows.

- Redesigned onboarding around clear risk communication, improving completion by ~40%.
- Reviewed every high-risk flow and blocked unsafe or unclear interactions from shipping, pushing simpler versions instead.
- Tested interactive prototypes with 500+ participants and turned the findings into changes before launch.

Lead Product Designer & Scrum Master

Otaris (Faculty Group project), Remote

01/2021 – 11/2022

Defined core UX flows and UI systems from scratch on the founding team while running sprint planning as Scrum Master.

- Coordinated backlog grooming and cross-functional rituals through to a production-ready release.

Product Designer & Project Manager

Faculty Group, Remote

01/2019 – 10/2022

Managed design and delivery across four concurrent projects as the bridge between engineering and business.

- Audited weekly outsourced-development reports against actual effort; renegotiated the contract for a 50% cost cut.
- Used frontend knowledge to assess feasibility early and prevent unnecessary build work.

SKILLS

Product Design (UI/UX) • Interaction Design • Design Systems (Figma variables) • Prototyping (Figma, Framer, code with AI) • Usability Research & Testing • Risk-aware UX • UX Review & QA • Design Specs & Developer Handoff • Discovery Workshops & Design Sprints • Stakeholder Communication • SCRUM • Remote Collaboration • Figma • Framer • Cursor • Adobe Creative Suite • PostHog • ClickUp

EDUCATION

BSc, Graphic and Media Technology • Faculty of Natural Sciences and Engineering • 2016 – 2019

Google UX Design Professional Certificate • 2021 – 2022 • **Responsive Web Design** • freeCodeCamp • 2020

Languages: Slovenian (native) • English (professional working) • Spanish (elementary)