

Maj Gajšek

Product designer with front-end expertise & project leadership

SUMMARY

UI/UX and product designer with strong front-end expertise, focused on shipping web experiences, native applications, and Web3 dApps that solve real problems and create value. Combines UX strategy, visual design, and implementation to move products from concept to launch with clarity and speed. Experience includes leading a team of three as lead designer and project manager, balancing creative direction with delivery and execution.

CORE SKILLS

Product / UX

- Product Design • UI/UX • User Research • Wireframing • Prototyping
- Usability Testing • Design Sprints • Storyboarding • Web3 • AI-assisted workflows

Design

- Figma • Adobe Creative Suite • Sketch • Keynote • Branding • Google Stitch

Front-End / Engineering

- Front-End Development • HTML/CSS • JavaScript • jQuery • Git • Command Line



SELECTED EXPERIENCES & KEY PROJECTS

NAKA

SENIOR PRODUCT DESIGNER | NATIVE iOS & ANDROID FINTECH APP | 2023–2026

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Worked closely with NAKA to shape multiple user-facing products, including NAKA Pay, a financial product for managing the NAKA Card and improving user control over payments. Helped evolve the product from a decentralized web application into native iOS and Android apps while designing a cross-platform design system for browser, Android, and iOS. Translated PRDs into shipped features, wrote product requirements, and collaborated closely with developers and stakeholders to support product delivery and scale during a period that culminated in NAKA's acquisition by Tether.

LAB4PAY / ELLYPOS

LEAD PRODUCT DESIGNER | PAYMENTS & POS PLATFORM | 2023–2026

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Partnered with LAB4PAY to shape branding and product positioning, contributing to the launch of sub-brands including ELLYPOS. Led design for EllySmartPOS, a mobile point-of-sale product supporting fiat and crypto payments, instant refunds, gift cards, payment rejection, transaction history, and cashier integration. Defined product scope, created PRDs, user flows, and design systems, and worked closely with development to deliver the product to around 10,000 POS terminals across Switzerland, Benelux, and Slovenia.



PJU

UX/UI DESIGNER | WEB APPLICATIONS

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Improved usability and accessibility across several analytics-related web applications, working closely with developers to ensure accurate implementation. Contributed to products related to product marketing, UGC content management, and supply management. The resulting tools helped users improve online product sales.

Niftify

UX/UI DESIGNER | WEB3 ECOMMERCE PLATFORM / PAGE BUILDER

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Helped bring Niftify from early concept to MVP by collaborating closely with the product manager and development team. Designed the experience for a platform that enables users to launch compliant NFT stores and marketplaces through their own domain. Contributed to shaping the product-as-a-service vision and translating it into a usable, launch-ready experience.



VIBERATE

SENIOR PRODUCT DESIGNER | MOBILE MUSIC ANALYTICS APP | SHORT-TERM PROJECT

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Helped define the core product flows for Viberate's mobile application, translating stakeholder requirements into high-fidelity user flows and a clear product direction. Created SOUND®, the design system used across both mobile and web applications. The resulting mobile app was positioned as an upsell for Viberate's existing user base.

LXNAVIGATION

LEAD PRODUCT DESIGNER | FLIGHT MANAGEMENT SYSTEM | 2023–2024

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Led product design for NAVIA™, a flight management system covering navigation, performance monitoring, flight planning, weather integration, situational awareness, and ATC communication. Ran stakeholder interviews and user research to align business goals with user needs, then translated insights into low-fidelity concepts, validated flows, and high-fidelity designs. Built the design system and helped define product direction, working closely with internal developers and stakeholders through delivery.



EDUCATION

d.MBA

Design MBA, Business, Business Statistics

teamtreehouse.com

Front End Web Development

Faculty of Natural Sciences and Engineering

B.A. Graphic and Media Technology, Focus in Design.

ADDITIONAL INFORMATION AND PASSION PROJECTS

Currently developing The Designed & Developed series, a personal project exploring a full workflow from branding and wireframing to UI/UX design and coded implementation.

