

Jernej Kelih (Jerry)

Senior UX Designer & Creative Leader

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LinkedIn,
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General Skills

Creative Problem Solving

Analytical Thinking Skills

Interpersonal Communication Skills

UX strategy

Data Visualization

Prototyping

UX Research

Field Investigation Skills

UI Design

Information Architecture

HTML & CSS

Figma

Languages

English

Norwegian

Slovenian

German

Spanish

Croatian

Hobbies

Drawing, Traveling, Architecture, History, Fashion, Snowboarding, Kitesurfing

Professional Summary

Experienced UX Design Leader with 18 years in product design and data-driven strategy. I've helped SaaS teams grow globally, supported companies scaling from 10 to 250+ employees, and led a UX agency delivering innovative solutions. Focused on crafting impactful UX strategies, improving processes, and enhancing platform usability.

Employment History

Head of Design, Ignite Procurement, Oslo

Nov 2025 — Present

About the Company

Ignite Procurement is an enterprise procurement platform focused on sourcing, supplier management and analytics

Outcomes:

- Co-developed Ignite's long-term product vision around autonomous procurement and AI-assisted workflows, helping shape strategic direction across the product organization.
- Worked closely with the CEO, product leadership, PMs, designers, and engineers to improve product maturity, cross-team alignment, and product thinking across the company.
- Led initiatives around AI-native workflows, including integration of Claude into design system documentation, prototyping, and design-development collaboration.
- Helped architect a Figma 'Markdown 'AI-assisted documentation pipeline enabling faster prototyping and scalable design system workflows.
- Facilitated workshops and strategic product discussions around benchmarking, community intelligence, automation, and AI-assisted procurement experiences.
- Contributed hands-on product and UX design work across enterprise procurement workflows, onboarding, analytics, sourcing, and supplier management.
- Helped define AI-native operating models and workflows for the product organization, improving collaboration between design, product, and engineering.

Head of UX, Markter.com, Oslo

Feb 2025 — Nov 2025

About the Company
Marketer.com is an AI-native advertising platform combining performance analytics, creative generation, automation, and integrations across Meta, Google, and Shopify.

Outcomes

- Shaped the UX for an AI-powered advertising platform focused on creative automation, campaign workflows, and performance optimization.
- Designed interfaces and workflows combining AI-generated creatives, marketing analytics, and automation into intuitive product experiences for marketers.
- Worked closely with product, engineering, and leadership teams on onboarding, campaign management, creative generation, and cross-platform integrations.
- Transformed complex advertising data, automation logic, and multi-platform workflows into scalable UX patterns and clear interaction models.
- Contributed to AI-native product thinking, rapid prototyping, and workflow optimization across the platform.

Principal UX Design Consultant , MVP - Veterinarian Software Division, New York City

Jun 2023 — Dec 2024

About the Company:
MVP provides software solutions for veterinary practice management and insurance decision-making.

Outcomes:

- Designed intuitive UI components and data visualizations, enhancing user adoption by 20%.
- Built a comprehensive design system in Figma, streamlining the product development process.
- Delivered a platform enabling users to make data-driven decisions with ease.

UX Design Agency Founder, Vue Labs , Global

Jan 2023

About the Company
Vue Labs is a design-as-a-service agency specializing in SaaS, Web3, and AI industries. We deliver innovative, subscription-based design solutions tailored to high-growth tech companies, with a focus on transforming complex data into intuitive user experiences.

Outcomes

- **Agency Growth**: Launched the agency, achieving a 100% revenue increase in the first year while expanding services into Europe, the US, and Norway.

- **Design-as-a-Service Model**: Introduced a flexible subscription-based design model, enabling clients to scale design resources on demand, streamlining workflows, and enhancing satisfaction.
- **Team Leadership**: Built a high-performing team of 8 designers and project managers, fostering collaboration and delivering exceptional results with a 100% client retention rate.
- **Innovative Solutions**: Delivered user-centered designs, including landing pages, dashboards, and AI-powered applications, driving measurable improvements in client conversion rates and product usability.
- **Data Design Expertise**: Specialized in designing data visualizations and dashboards that simplify complexity, turning raw data into actionable insights for clients across industries such as FinTech and HRTech.
- **Cutting-Edge Design Systems**: Developed scalable design systems adopted across projects, improving team efficiency by 40% and ensuring consistent, high-quality deliverables.
- **Industry Recognition**: Positioned Vue Labs as a trusted partner for high-growth SaaS and AI companies, helping clients achieve tangible outcomes, including enhanced user engagement and improved scalability across multi-platform applications.

UX Design Manager, Xeneta, Nice

Jan 2022 — Aug 2024

About the Company
Xeneta is the world's leading data platform for monitoring and benchmarking container shipping and air freight rates. It helps customers align their shipping strategies with market trends to maximize efficiency and cost-effectiveness.

Outcomes

- **Leadership and Growth**: Scaled the product team to 10+ members and contributed to company growth to 110+ employees, driving operational and strategic impact across teams.
- **UX Strategy**: Defined and implemented UX and product strategies during the Covid-19 pivot, enabling the launch of new features that maintained revenue growth and reduced churn.
- **Efficient Processes**: Designed and executed product development processes for two teams, improving delivery speed by 30% and ensuring UX consistency across the organization.
- **Data-Driven Insights**: Conducted field research, user analytics, and customer use case studies to inform feature development and align products with customer needs.
- **Measurable Impact**: Achieved a **283% increase in market trends page sessions**, reduced churn by **7%**, and increased ARR by **38%** in a single year. Supported a **$28.5M venture capital raise** through strategic UX initiatives and measurable product success.

Principal UX Design Consultant , Nightwatch.io, Remote

2023 — 2024

About the Company:
Nightwatch is a leading SaaS platform offering advanced SEO tools for businesses and marketers.

Outcomes:

- Redesigned the SEO app, introducing a split-screen onboarding experience that boosted first-week user retention by 21%.
- Improved navigation and visual hierarchy, increasing engagement with core features by 18%.
- Reduced onboarding time by 35% through iterative design reviews and usability testing.

Principal UX Designer, Xeneta, Oslo

2015 — 2022

About the Company:
Xeneta is a SaaS platform providing real-time shipping rate benchmarking and analytics for the logistics industry.

Outcomes:

- Scaled product and UX teams, growing revenue by 80% annually and customer adoption by 100% year-over-year.
- Led the design of SaaS solutions, revolutionizing the container shipping industry.
- Supported company growth from 10 to 250+ employees by establishing roadmaps and hiring strategies.

Principal UX Design Consultant , Plaace, Oslo

Nov 2020 — Mar 2021

About the Company:
Plaace is a platform connecting property owners and businesses to optimize retail spaces.

Outcomes:

- Defined UX strategy, setting the company’s growth direction for two years.
- Improved conversion flows, increasing platform engagement.
- Prototyped data visualization solutions, refining user journeys and decision-making.

Senior UX Designer & Business Designer, BMC, Oslo

2013 — 2015

About the Company:
Business Model Norway is a leading innovation consultancy, specializing in early-stage startups and large organizations.

Outcomes:

- Advised 30+ early-stage startups and major Norwegian corporations on UX strategy.
- Organized workshops and created prototypes to help founders turn ideas into reality.

- Delivered innovative UX and business design solutions for complex challenges.

UX Design Agency Owner, Re:Forma, International

2007 — 2013

About the Company:
Re:Forma was an innovative design agency focused on social networking apps and multi-channel digital solutions.

Outcomes:

- Pioneered the design of social networking apps, enhancing user engagement.
- Delivered end-to-end projects, combining design and front-end development.
- Boosted client social media engagement by 50% through data-driven campaigns.

UX Designer, Noovo Games, San Francisco

2007 — 2008

About the Company:
Noovo Games specialized in community-based gaming platforms.

Outcomes:

- Provided strategic UX direction to improve product usability and engagement.
- Advised on social media strategies to foster community growth.

UX Designer & Project Manager, Live CLIQ (by Alcatel), San Francisco

2006 — 2007

About the Company:
Live CLIQ was one of the first mobile live-streaming services, supported by Alcatel.

Outcomes:

- Designed user flows and wireframes, aligning features with user needs.
- Conducted product usability testing on multiple OS and devices.
- Played a pivotal role in launching the service.

Web Design & Social Media Expert, TBWA, Ljubljana

2004 — 2006

About the Company:
TBWA is a global advertising agency known for award-winning campaigns.

Outcomes:

- Managed client social media presence, driving engagement and fan growth.

- Won a SOF (Slovenian Advertising Festival) award for innovative web advertising.

Graphic Design Intern, Renault, Novo Mesto

2002 — 2004

About the Company:
Renault is a global automotive manufacturer.

Outcomes:

- Designed monthly magazines and advertisements for Renault Slovenia.

Courses

Design MBA, dMBA - Business School for Designers

Jan 2019 — Mar 2019

Designers Meet Your Business, Second Wave Dive - A foundational school for the next wave of Design Executives

Jan 2020 — Mar 2022