

LUKA ŠOLAJA

UX/Design Lead

Product Design Lead with 8+ years across gaming, AI, healthcare, edtech, and SaaS. Currently leading design at Ruby Labs (ZenDocs), where I own design direction and sign-off across all product surfaces, govern the design system, and ground every major design decision in funnel data.

Work Experience

UX/Design Lead @ Ruby Labs - ZenDocs

JUL 2026 - PRESENT

- Lead design across all ZenDocs product surfaces - core tool funnels, dashboard, and conversion-critical flows
- Built AI-augmented design infrastructure: encoded the full design system as an AI skill used org-wide
- Established a data-before-pixels design practice using Mixpanel funnel analysis and attribution data

UX Designer (Senior) @ Nordeus - Growth & Monetisation

SEP 2024 - JUN 2026

- Designed end-to-end monetisation surfaces contributing to ~16% net revenue lift
- Led A/B experimentation on monetisation touchpoints improving conversion
- Applied pricing psychology to reduce purchase friction and support higher ARPU

Senior Product Designer @ Smile AI

NOV 2023 - JUN 2025

- Designed data-dense dashboards and AI-powered workflows cutting time-to-insight ~40%
- Architected conversational AI copilots lifting feature adoption ~20%

Senior Product Designer @ LearnUpon

NOV 2023 - MAR 2024

- Designed unified course and learning-path page lifting course completion ~15%
- Designed engagement surfaces that lifted enrolment ~30%

Senior Product Designer @ Velsera

MAR 2022 - NOV 2023

- Mentored 3 junior designers; led design across biotech and healthcare portfolio
- Built comprehensive design system; drove A/B testing lifting conversion 12%

More Experience

Senior Product Designer @ Elias Software

2022 - 2022

Product Designer @ Aligni

2021 -2022

Contact

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Skills

- Design Direction & Sign-off
- Design System Governance
- Design Ops & Handoff
- Mentoring
- Cross-functional Alignment
- Decision Frameworks
- Data-Dense Workflow UX
- AI-Augmented Design
- Growth & Monetisation

Tools

- Figma
- AI Tools
- Adobe Suite
- Miro