

Katja Sostar

Product Designer

5+ years of experience designing scalable B2B, SaaS, and B2C products across web and mobile and everything in between.

All about mixing design with empathy, and transforming challenges into solutions to make people's lives easier and this world better.

Graz, Austria (open to relocation)

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Work Experience

November 2021 - September 2026

Shopreme · Product Designer

Collaborated cross-functionally to envision, design, and ship products used by 8 of the world's top retailers, reaching 50M+ installs.

Led design on a white-label Scan & Go mobile app, balancing customizability for B2B customers with a consistent, intuitive shopping experience for end users.

Designed, tested, and shipped a self-checkout product that resulted in 91% returning customers with a high satisfaction rate.

Focused on designing features that helped bridge the gap between physical and digital shopping experience

April 2019 - October 2021

Carrot & Company · UI / UX Designer

Designed interfaces across a wide range of startup products, including an audience-response mobile app, an art documentation platform, and tools for dairy farmers.

Facilitated design sprints and workshops to gather insights and help define business goals for clients.

Worked with clients to design scalable and compelling creative strategies - including logo creation, branding, websites, interfaces, and design systems

June 2017 - April 2019

Freelance Designer & Developer · studioJam

Delivered design and front-end development for a range of client projects, working solo and alongside small teams.

Redesigned a checkout process of an e-commerce store that resulted in a 29% lower bounce rate.

Conducted a UX audit and redesigned an onboarding process for a travel app that improved user retention by 21%.

Created a white-label ordering process that streamlined the design and development process by around 30%

Skills

Interaction Design

Creating interfaces, focusing on content structure, intuitive UI patterns and simple interactions

User experience & research

Conducting research, interviews and testing to understand user behaviours and needs

Design systems

Setting up and maintaining scalable and reusable design systems

Product strategy

Identifying product goals and ensuring that designs fit into business objectives

AI-Tools

Using AI coding assistants (Claude Code, Cursor) to rapidly prototype and validate concepts

Toolkit

Figma · Figma Make · Adobe Creative Cloud · Claude Code · Cursor · Miro · Userbrain · Maze · Notion · Jira · Protopie · Framer

Education

2014 - 2017

University of Maribor

Information Technology —
Human Computer Interaction