

Aja Deren

UX UI Architect

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SUMMARY

Aja Deren is a strategic product designer with over 6 years experience leading the design of 50+ digital products across PaaS & SaaS environments, serving multiple industries and 3M+ global users, generating \$20M+ in value. Aja is skilled at translating complex problems into solutions that balance business goals with user needs.

EXPERIENCE

UX UI Architect

NewRocket | 07/2025 - Present | Remote

- Led and mentored a team of designers to foster skill growth, collaboration, professional development and a shared design vision.
- Led UX strategy and experience architecture for complex enterprise platforms, aligning product vision with user and business outcomes
- Created the UX foundation of all experience research, design thinking workshops, discovery sessions, user flows, personas, journey mapping and user testing.
- Set product direction and standards, then delivered the mockups and prototypes that aligned stakeholders and guided implementation
- Principle designer lead with client stakeholders, driving alignment through workshops and clear decision making
- Led AI informed design strategy and rapid iterations to accelerate synthesis, prototyping, and decision making across complex enterprise initiatives.

Senior UX UI Designer

Cognizant | 01/2024 - 07/2025 | Remote

- Designed and launched 40+ PaaS/SaaS products across industries, serving 2M+ global users and generating over \$20M+ in value.
- Defined long-term product strategies and experience roadmaps for enterprise platforms, aligning customer needs with business goals.
- Led end-to-end product design lifecycle from scoping and user research, to wireframes, mockups and prototypes, testing, implementation.

Senior UX UI Designer

Thirdera | 04/2020 - 01/2024 | Hybrid

- Delivered award-winning designs recognized in Top 5 Best Employee Portals (2024, 2025) in a \$273B industry.
- Defined and scaled UX strategy, design systems, and product roadmaps to drive adoption and business outcomes.

EDUCATION

Mount Royal University

Bachelor of Communications & Information Design
Minor - Social Innovation

SKILLS

Product design, UI, experience design, research, AI, leadership, communication, facilitation, usability & accessibility testing, information architecture, rapid prototyping, design systems, design thinking, strategy & roadmapping

TOOLKIT

Figma, Figjam, Maze, Optimal Workshop, Adobe CC, Microsoft Suite, Google Workspace,

SIDE PROJECTS

05 / 2024 - present

Mount Royal University

Tech Liftoff Mentor

SME (UX UI) mentorship for incubator program supporting university students from idea conception, research, design iterations, tech stack and app build, providing UX/UI expertise, design strategy, and usability guidance.