



Jonas Goth

UX & Product Design Leader

Design leader with 15+ years of experience from high-growth startups and scaleups. I help SaaS businesses connect with their customers through good design. Good design is good business, and I find that there is nothing more fulfilling than seeing a company grow through the power of design.



Director of Product Design – Trackunit

May 2023 - Now

- Leading the Product Design function, a team of 7 people.
- Responsible for design strategy and principles, aligning with product, engineering and overall company strategy.
- Established and leads key rituals such as Design Critiques and the design OKR process.
- Incorporated or matured scalable processes such as discovery, user research, ideation, QA, and cross-function collaboration especially with peers in PM and Engineering.
- Led a strategic UX revamp of our flagship product, increasing engagement by 14.7% and retention by 11%.
- Increased team engagement scores by 26.9% (6.7 → 8.5), now one of the highest in the organization.

Work

[Portfolio](#)

Contact

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Director of Design – Worksomely

Mar 2021 - May 2023

- Led a multi-disciplinary design team of Product Design, Research, and Brand, transforming the experience of freelance management.
- Established the WDS design system and design principles.
- Revamped the core product experience, reducing navigational friction, and increased completion rate in business critical flows.
- Transformed end-to-end onboarding experience, increasing activation by ~23% effectively and reducing drop-off by 17.2%.



Owner – Noak

Feb 2018 - Feb 2021

Ran a two-man digital consultancy, working with a select few clients on an ongoing basis after exiting Paperflow and Salary. Clients include Bestseller and Verisure.



Co-founder & Design Lead – Salary

Apr 2015 - May 2018

- Co-founded Denmark's first user-friendly payroll platform for SMBs, acquired by Ageras and still active with ~15 employees.
- Owned the full design function (UX, product design & brand), creating a simple, scalable solution in a highly regulated space.
- Built the brand identity and product experience that helped attract thousands of Danish SMB customers.

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Co-founder & Head of Design – Paperflow

Nov 2015 - Jan 2018

- Co-founded AI-driven bookkeeping platform that automated invoice and receipt processing, acquired by Boyum IT Solutions.
- Established the design function from scratch, defining design principles, product experience, and brand identity.
- Designed workflows that reduced bookkeeping time and manual entry for accountants by >87%.
- Created a user experience and brand presence that supported the company's funding journey and eventual acquisition.

Socials

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Product Designer – Shape

Jun 2014 - May 2015

At Shape, I was responsible for the design of several mobile apps for well-established consumer brands.



UX Designer – Billy

Jun 2014 - Aug 2014 (Contract in San Francisco)



Product Designer – Yulsn

Feb 2013 - Jul 2014



Designer – Mobilethink

Feb 2010 - Jan 2012