Alja Isaković

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Improving tech & education with
imagination, innovation, and inclusivity.

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Experienced full-stack product designer, manager, community builder, creator, and educator. Passionate about crafting delightful digital experiences and spaces for diverse humans, while mindful of non-human stakeholders. In the past two decades, I've helped startups, larger organisations, educational institutions – but mostly people –, improve how they build, learn, and think about digital technologies.

Recent highlights

- In my current role at **Tethix**, a social venture I cofounded in 2021, I designed and led various **workshops** and a unique tech ethics learning journey based on the **Challenge Based Learning** framework. I also lead the product design and development for the ETHOS web app, built in **Django** and replanted in **Jekyll.**

- In 2021, I launched **ResponsibleTech.Work**, an open-source project that aims to equip tech workers with practical tools for more **responsible product development**. I designed and built the website in **Jekyll**, and contributed most of the content.

- I have also been volunteering with **ClimateAction.tech** and helping with content strategy and UX, as I learn more about sustainable web development. Recently, I've been trying to educate people about the environmental impacts of AI.

Highlights from the past 19+ years:

- Since 2007, I worked at several **agile startups** – from Web3 to consumer IoT hardware. At each startup, I had to quickly learn about new technologies, and played a lead role in improving the user experience (UX) and defining the brand voice.

- In the past 15 years, I've been regularly included in local projects related to digital transformation in public education. As part of these projects, I've improved the **UX of various EdTech software and websites**, and worked extensively with Moodle LMS.

- Locally, I **helped hundreds of women learn programming** and start their careers in tech by organising free workshops and other advocacy work. I also designed a beginner-friendly one-day web development workshop.

- As the founder of **Europe Code Week**, I collaborated with ambassadors throughout Europe, while **coordinating the project with the European Commission and industry partners**. The movement I started and initially led now reaches millions of people in over 80 countries each year and counts Apple, Google and others among its key supporters.

- During my one-year PhD side quest (2016/2017, not completed), I taught **Computer Science** students **programming** and created a summer coding program for kids in Minecraft that is still being taught.

- I hold a bachelor's degree in **Media Communications** (completed in 2007), with the option **Interactive Graphic Communication**.

I learn fast, think deeply, and adapt to context

- 🔥 Working in **startups** taught me how to learn fast and innovate on a budget.

- 🔥 I care more about delivering a **good experience** for whoever it is that I am designing for rather than specific tools, frameworks, or flavours of agile – although I quickly adapt to all of the above.

- 🔥 I **think in systems**, but I also excel at planning, managing, and **delivering tangible value** to any project I get involved in.

- 🔥 I believe **details matter within constraints**, and in working smarter rather than harder.

I am fluent in tools & languages of the web

- 🔥 I regularly use **HTML/CSS/JavaScript** in my work and personal projects, and have built several web apps and websites from scratch using **Django** and **Jekyll**.

- 🔥 I usually think & design in **Figma** and **Mural**, collaborate through **Slack**, **git**, and other modern collaborative tools.

- 🔥 **Empathy, kindness, generosity & curiosity** are the languages I try to nurture in my everyday work and life.

- 🔥 I am proficient in **English** (near-native), **Slovenian** (native), and **Italian** (elementary).

I collaborate well with diverse people remotely

- 🔥 In previous roles, I **managed and collaborated** with developers, designers, copywriters, coordinated with lawyers, and contributed to business strategy.

- 🔥 I easily switch between the lingoes of **business, design, engineering, academia**, and other fields.

- 🔥 I work well **independently** and as part of **remote teams** in different roles.

- 🔥 I always seek to include **diverse voices** and aim to accommodate cultural and other spectrums of human diversity.

Additional questions?

Visit my website
Learn more about my general approach to projects.

Explore my LinkedIn profile
Browse a full list of experiences, skills, education, and more.

Email me to arrange a chat
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