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 [studio_b](#)

Melika
Ardestani
• Product Designer



Profile

Product Designer with **10 years of experience** as an **entrepreneur** in the fashion industry, **managing** a successful online business. As the founder of a fashion brand, I developed expertise in **market research**, **customer engagement**, and iterative **product design**. Now transitioning into **UX/UI design**, I use my **creativity** and **business expertise** to craft **user-friendly**, **accessible digital products** that align **user needs** with **company goals**, delivering innovative and impactful solutions.

EDUCATION

Hyper Island, Sweden

UX/UI Design

Aug 2023 – Aug 2025 (Ongoing)

Heriot Watt University Bachelor of Art in Fashion

Sep 2011 – Sep 2014

TAFE Australia

Fashion Design Course

Sep 2009 – Sep 2010

EXPERTISE

- UI/UX Design
- Accessibility & Inclusivity
- Design Systems
- User Research
- User Journey Mapping
- Prototyping
- Design Thinking
- Competitor Analysis
- Business Strategy

SOFT SKILLS

- Communication
- Problem-Solving
- Adaptability
- Team Collaboration
- Empathy
- Customer-Centric Mindset
- Creativity
- Time Management
- Leadership

Tools

- Figma
- Adobe XD
- Miro

Languages

- English (Fluent)
- Swedish (Basic)
- Persian (Native)

Founder & Designer

Studio B | March 2014 – Current | Tehran, Iran

- Researched **customer needs** and **market trends** to create products that matched their preferences.
- **Improved designs** based on customer feedback, increasing satisfaction and business success.
- **Managed** a team of 35, helping them work together and complete projects on time.
- **Grew the brand's online** followers to **over 100k** by creating engaging content and stories.
- Focused on balancing style and usability in product designs, putting the **customer's needs first**.

Fine Arts Instructor

Art and Portfolio | Feb 2017 – Feb 2018 | Tehran, Iran

- Taught **concept-driven design** and **storytelling**, focusing on **creativity and problem-solving**.
- Fostered **teamwork** and feedback to **improve collaboration**.

Projects

UX/UI Designer

Mentatt, Sweden | Nov 6 – Dec 15, 2023

- Designed a student mental health app from scratch, focusing on **user engagement**.
- Conducted **user research** through **interviews** and **surveys** to understand needs.
- Created **user flows**, **prototypes**, and iterated designs based on feedback.

UX/UI Designer

Slime Agency, Sweden | Apr 2 – Apr 26, 2024

- Redesigned a music agency's website to improve **usability and visual appeal**.
- **Simplified navigation** to showcase composer portfolios and streamline contact.

UX/UI Designer

Stuckies, Sweden | Aug 26 – Oct 25, 2024

- Collaborated with Stuckies to improve their website's **user experience**.
- Focused on **accessibility** and redesigning key features to support the mission of **increasing the conversion rate**.