

Melika Alborzi

Product Designer / UX/UI Designer

Hamburg, Germany · melika.alborzi@gmail.com · +49 1578 1510788

[Portfolio](#) · [LinkedIn](#)

SUMMARY

Product designer with a strong UX/UI background and experience in complex digital products, real-time interfaces, and professional tools. I use behavioral insights and structured thinking to reduce complexity, clarify workflows, and support clearer user decisions. I work closely with engineers and product teams to frame the real problem and turn it into a design that is scalable, technically grounded, and realistic to build.

EXPERIENCE

UX/UI Designer (Part-time) | Twoloox GmbH

Nov 2025 to Present · Germany · Remote

- Sole UX designer on a full product redesign and the foundations of a design system for Widget Designer, a B2B professional desktop tool for real-time media control used in live events and installations, working with a product manager and two engineers.
- Grounded the redesign in user feedback, a product audit, and competitor analysis, which surfaced where the tool's depth had outgrown its usability, leaving expert operators to manage complexity in live moments where errors are immediate and irreversible.
- Restructured the workspace, navigation, and panels around the operator's real workflow, so they keep the full depth of control while gaining the clarity to act with confidence under live pressure.
- Extracted a design system from the redesign: semantic color roles, component states, spacing rules, and reusable dialog and form patterns, with foundational accessibility built into color contrast and state feedback, validated through prototypes against the legacy codebase and giving design and engineering a shared foundation to build from consistently and at speed.

Graphic Designer | Hofsthein GmbH

May 2024 to Nov 2025 · Germany

- A Germany-based retail lighting company with an online catalogue for lighting products
- Prepared product images for a B2C online lighting catalogue, ensuring accurate and consistent visual presentation across a large product range.
- Adapted fixed label templates with high precision, updating product visuals and packaging details for print within strict format and brand guidelines.

UX/UI Designer | Pardazesh Negar Rashin

Sep 2020 to Jul 2023 · Iran

UX/UI Designer at Pardazesh Negar, a digital product company with several B2C products, working mainly on Gapfilm (a video on demand platform across TV, mobile, and web) and FootballStars (a real-time mobile football game) within a five-person design team alongside a product owner.

Gapfilm · Video on Demand Platform (TV, Mobile, and Web)

- Took part in user interviews on content discovery friction, which surfaced how hard it was for users to choose from a large library.
- Proposed and designed a browsing experience organized around mood and emotional intent, validated through A/B testing, making viewing decisions easier and shortening the path from opening the app to starting playback.

FootballStars · Real-Time Mobile Football Game

- Contributed to usability testing and observation that tested a hypothesis about social interaction during live matches, analyzing player behavior to confirm demand for real-time reactions in competitive play.
- Designed real-time interaction patterns for live match gameplay, letting players act and react during ongoing matches with clear, immediate feedback on their actions and match state, strengthening the competitive and social feel of live play.

Freelance Graphic Designer | Self-Employed

2014 to 2020

- Delivered brand and visual identity systems for 50+ clients, managing projects from initial brief and discovery to final handoff.

- Translated client goals and audience needs into clear brand communication, giving each client a consistent, recognizable presence across their digital touchpoints.

EDUCATION & TRAINING

Product Design Bootcamp, Digitale Leute School · 2026

Leading an end-to-end product design project.

Professional UX Design Courses, Interaction Design Foundation (IxDF) · 2025

M.A. in Personality Psychology, Islamic Azad University · 2014 to 2016

B.A. in Graphic Design, Shariati Technical College · 2011 to 2013

A.A. in Graphic Design, Amirkabir Applied Science University · 2008 to 2010

SKILLS

UX / Product Design: User Research, Usability Testing, A/B Testing, Interaction Design, Information Architecture, User Flows & Journey Mapping, Wireframing & Prototyping, Problem Framing

UI / Visual Design: Design System Foundations, Interface Components, Semantic Color Systems, Visual Hierarchy, Accessibility Foundations, Multi-Platform UI, Content Structure

Collaboration: Cross-functional Collaboration, Developer Collaboration, Stakeholder Communication, Design Rationale, Feedback Integration

TOOLS

Design & Prototyping: Figma, Framer, FigJam

Research & Testing: Maze, Hotjar, Google Analytics

Collaboration: Miro, Jira

AI-Assisted Design: ChatGPT, Claude, Figma Make

Visual Design: Adobe Creative Suite, Adobe Firefly, Midjourney

LANGUAGES

Persian (Native) **English** (C1) **German** (B2)