

Melika Ardestani

UX/UI DESIGNER
FASHION DESIGNER

Malmö, Sweden



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EDUCATION

UX/UI Designer

Hyper Island, Sweden

Aug 2023 – Aug 2025 (Ongoing)

Bachelor of Art in Fashion Design

Heriot Watt University, UAE

Sep 2011 – Sep 2014

Fashion Design Course

TAFE Australia

Sep 2009 – Sep 2010

SOFT SKILLS

- Communication
- Problem-solving
- Team work
- Empathy-Driven Design
- Adaptability
- Customer-Centric Mindset
- Trend Awareness

Focus Areas

- Accessibility
- Inclusivity
- User-Centred design
- Business Strategy
- Cultures diversity

EXPERTISE

Technical

- Figma
- Adobe XD
- Visual Design
- Prototyping
- Wireframing

Languages

- English – Fluent
- Swedish – Basic
- Persian - Native

PROFILE

Creative designer with **10 years of experience** in **fashion design** and **managing** an online business. Now transitioning into **UX/UI** design, I enjoy using my skills to craft **user-friendly, accessible** digital products. I combine **empathy** and a **strong business mindset** to align user needs with company goals, creating impactful solutions that deliver real value.

EXPERIENCE

Founder & Designer

Studio B

March 2014 – Current | Tehran, Iran

- Designed and developed seasonal fashion collections, using customer feedback to align products with their preferences.
- Managed a team of 35, encouraging **collaboration** and streamlining processes to achieve business objectives.
- Increased the brand's online presence to **over 100k followers** through engaging **visual storytelling** and effective **content strategies**.

Fine Arts Instructor

Art and Portfolio

Feb 2017 – Feb 2018 | Tehran, Iran

- **Mentored** students in developing their creative fashion portfolios, guiding them in **designing clothes**, using concepts effectively, and fostering **creativity** in their designs.

PROJECTS

UX/UI Designer

Mentatt, Sweden

6 Nov-15 Dec 2023

- Collaborated with Mentatt to design a student mental health app from the ground up, prioritizing user engagement. Led user research efforts, including interviews and surveys, to understand student needs. Developed user flows, created interactive prototypes, and iterated designs based on user feedback to optimize the overall experience.

UX/UI Designer

Slime Agency, Sweden

2 April-26 April 2024

- Collaborated with SLIME, a Stockholm-based music agency, to redesign their website. The goal was to transform it into a visually appealing and user-friendly platform, making it easy to find composers, showcase their work, and streamline contact with the agency.

UX/UI Designer

Stuckies, Sweden

26 Aug-25 Oct 2024

- Worked with Stuckies, a children's apparel brand, to improve their website's user experience. The goal was to identify pain points, highlight key features, and redesign the site to increase conversion rates from 2.12% to 3%. Focused on making the website more accessible and optimizing the experience to drive higher engagement and sales.