



CONTACT

Malmö, Sweden
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SKILLS

Service & Product

Service design, customer journey mapping, operational workflow design, end-to-end ownership

Research

Research planning, user interviews, usability testing, A/B testing, insight synthesis

Design

Interaction design, UI, wireframing, prototyping, design systems, WCAG 2.1

Tools

Figma, Framer, Claude, ChatGPT, Lovable

EDUCATION

UX Design, Diploma (2 yr)

Hyper Island

Fashion Design, B.A.

Heriot-Watt University

Design Systems People Want to Use

Design System University

LANGUAGES

English, professional
Swedish, developing
Persian, native

Melika Ardestani

UX DESIGNER, SERVICE & PRODUCT DESIGN

UX designer with ten years designing and running a service end to end before moving into digital product design. At Studio B I owned the customer experience, the production workflows behind it and the team of 35 who delivered it. Since retraining in UX I have planned and run user research, redesigned multi-touchpoint journeys, and worked in cross-functional teams with product management and engineering.

EXPERIENCE

Digital Product Designer, Internship

Nov 2024 - Jul 2025

Emigreat, relocation tech startup, Gothenburg

- Planned and ran user interviews and usability testing across relocation journeys, then turned the findings into design decisions.
- Redesigned multi-touchpoint journeys for three core personas, reducing onboarding drop-off through clearer information architecture.
- Worked with product management and engineering from discovery through delivery, facilitated pre-launch design workshops, and applied WCAG 2.1 across key flows.

UX/UI Designer, Freelance

Oct - Dec 2024

J2 Sourcing, electronics B2B SaaS, Malmö

- Redesigned complex B2B screens to reduce cognitive load, working to consistent interaction patterns so the system stayed coherent as it grew.

UX/UI Designer, Project

Aug - Oct 2024

Stuckies, e-commerce, Stockholm

- Rebuilt a Shopify marketplace UX, mapping the customer journey from discovery to purchase and A/B testing to decide what shipped.

UX/UI Designer, Project

Apr - Jun 2024

Slime Agency, music agency, Stockholm

- Redesigned the agency website with clearer visual hierarchy, then A/B tested to surface and fix usability issues.

Founder & Creative Director

2014 - 2024

Studio B, fashion brand, Tehran

- Designed and ran a fashion service end to end for ten years: the customer experience, the production workflows behind it, and the team of 35 who delivered it.
- Rebuilt the operational workflows connecting design, production and retail as the business scaled, keeping them usable for the people running them.
- Owned creative, commercial and hiring decisions, and grew the brand to 100k+ followers.

PRODUCT WORK

AIOVA Studio aiovastudio.com

A live AI visual studio producing AI-generated product photography for clients. Designed the product experience, brand and service workflow end to end.

Material Muse

An internal inventory and production-management tool for Studio B, turning material tracking and production workflows for a team of 35 into a shipped product.