

MELIKA SOLEIMANI

MILAN, ITALY • CONTACT@MELIKASOLEIMANI.COM • PORTFOLIO: MELIKASOLEIMANI.COM • [LINKEDIN](#)

Product Designer with a BSc in Aerospace Engineering, an MSc in Transportation & Smart Mobility (expected 2027), and a Google UX Design Professional Certificate. Works across the full product lifecycle: discovery, research, journey mapping, prototyping, and launch. Experienced in translating complex operational data into intuitive dashboards, service blueprints, and developer-ready prototypes, bridging engineering rigor with human-centered systems design.

PROFESSIONAL EXPERIENCE

Product Designer & UX Researcher

2026 – Present

High-Speed Rail and Passengers' Subjective Well-Being | Master's Thesis Project

- Designed an end-to-end survey application collecting subjective well-being data from high-speed rail passengers; translated complex academic research into intuitive interaction flows.
- Applied core UX research principles (question sequencing, cognitive-load reduction, accessible UI), significantly improving response quality and survey completion rates.

Product Designer

June 2026 – August 2026

EcoMove 2026 | Rice University Urban Sustainability Hackathon — World Cup 2026 HACK, Track 1

- Shipped 2 data-dense screens (simulated match-day operations dashboard + first/last-mile eco-route planner) and a 7-token design system; published a dependency-free HTML/CSS/SVG prototype on GitHub Pages.
- Designed worst-case scenario operations: dynamic gate waits linked to match clock across CLEAR/MODERATE/HEAVY bands (HEAVY ≥ 17 min) and peak arrival congestion (index 7.2/10); iterated mapping visualization through 3+ revisions for high readability.
- Formulated a transparent 3-option route comparison model: eco route 24 min / \$3.50 / +2.4 kg CO₂e (1.8 kg avoided vs driving) vs driving 45 min / \$18 / +4.2 kg (47% faster, 81% cheaper), integrating a single-action QR Digital Fan Pass for transit tap and stadium entry.
- Maintained a unified source of truth across Figma, prototype, and documentation; labeled modeled vs. simulated data and validated methodology against US venue standards (MetLife, Lumen Field).

UX Researcher & Designer

2025

BeanScene | Independent Project

- Conducted comprehensive qualitative user research distilled into 2 primary friction areas (wait time, customization), making 100% of design decisions directly traceable to research insights.
- Mapped end-to-end order-to-checkout journey flows; produced structured low-fi wireframes and high-fidelity prototypes compliant with WCAG accessibility guidelines.
- Architected an intuitive pre-order and pay-ahead flow specifically targeting zero in-queue wait times.

EDUCATION

MSc in Transportation Engineering & Smart Mobility — Università degli Studi di Napoli Federico II

2023 – 2027

BSc in Aerospace Engineering — Islamic Azad University, Science and Research Branch

2018 – 2022

CERTIFICATIONS

Google UX Design Professional Certificate (7-course specialized curriculum) — Coursera

Dec 2025

SKILLS & LANGUAGES

Research & Strategy: User Interviews, Usability Testing, Survey Design, User Journey Mapping, Service Blueprints, Wireframing, Rapid Prototyping, Scenario Modeling

Design & Tools: Figma (Auto Layout, Design Systems, Variables), Data Visualization, Information Architecture, Adobe Photoshop

Technical: Python, PTV Visum, Agile / Scrum, AI-assisted HTML/CSS Prototype Implementation

Languages: English (Professional / B2+), Persian (Native), Italian (Intermediate)