

# Melina Shojaei

## Product Designer

### Experience

#### Litmus Automation - Product Designer

Nov 2024 - Present

- Publishing and maintaining the Litmus design library while ensuring that other designers' work complies with the latest design components.
- Collaborating with the broader teams, such as Marketing and Sales, ensures that the design process aligns with market needs and business goals.
- Continuously translating feature requests into new wireframes and other design assets, presenting them to the team, and creating new iterations based on feedback.
- Monitoring and providing guidance to other UX designers on the team, helping them to improve their skills.
- Leveraged Figma AI to streamline design processes, enhancing efficiency and reducing project turnaround times by 30%.

#### Litmus Automation - UI/UX Designer

Nov 2022 - October 2024

- Created design assets including wireframes, prototypes, high fidelity designs, competitor analysis and user persona to communicate ideas and gather feedback.
- Presented and Facilitated design walkthrough, brainstorming with developers, product managers, product owners and other key stakeholders to ensure that the user experience of the product meets the needs of the target audience.
- Developed and maintained the first and second version of Litmus design system and style guides to ensure consistency across all products.
- Conducted user research and usability testing to gather insights into user behavior and needs, and using this information to inform design decisions.
- Developed an accessibility checklist and strategized for enhancing products' accessibility.

[m.shojaei1915@gmail.com](mailto:m.shojaei1915@gmail.com)

647-456-4275

[www.melinashojaei.com](http://www.melinashojaei.com)

As a product designer, I excel in turning innovative ideas into functional and visually appealing products. By understanding user needs and collaborating with cross-functional teams, I create designs that balance aesthetics and practicality. My attention to detail and commitment to quality allow me to deliver impactful products that resonate with users and stand out in the market.

### Education

#### Seneca College - Toronto, ON

Diploma in Interactive Media Design  
2019 - 2021

### Certificates

#### Design Systems and Pattern Libraries

Nielsen Norman Group  
June 2025

#### Accessibility - How to Design for All

Interaction Design Foundation  
(Top 10% in Class)  
Apr 2024 - July 2024

#### Google UX Design Professional Certificate

July 2022 - Nov 2022

# Melina Shojaei

## Product Designer

Seneca College - Research Coordinator  
Jan 2022 - Jan 2023

- Prepared surveys and interview questions to gather information about the project's target audience.
- Analyzed the responses and reported the findings to the project manager on a weekly basis.
- Prepared and designed wireframes for Seneca's partners platform.

ViB Digital - UI/UX Designer - Internship  
Sep 2021 - Jan 2022

- Maintained regular communication with the client to identify the problems and create the customer journey.
- Created task flow, user flow, and site map based on the customer journey.
- Created sketches, mid and high-fidelity wireframes, and prototypes based on the established workflows.
- Tested and validated the prototypes, analyzed the feedback from users, and modified the design based on the feedback.

The Stratagem Group - Researcher - Internship  
Feb 2021 - Apr 2021

- Prepared questionnaires and distributed to the target companies.
- Analyzed the questionnaire results and prepared a presentation on "The Use of Virtual Reality in the Film Industry," which was presented to representatives of Ontario Colleges.

m.shojaei1915@gmail.com  
647-456-4275  
[www.melinashojaei.com](http://www.melinashojaei.com)

## Other Projects

Creative industry and career background researcher

"The Starving Artist Myth"  
(Book, Published)  
Freelancer  
Sep 2023 - Jan 2024

## Software Skills

Figma	● ● ● ● ●
Adobe XD	● ● ● ● ●
Adobe Illustrator	● ● ● ● ○
Adobe Photoshop	● ● ● ○ ○
HTML, CSS	● ● ● ○ ○

## Technical Skills

- Excellent understanding of the design process structure.
- Strong knowledge and experience designing user flows, task flows and site maps.
- Strong ability to create design deliverables such as wireframes, rapid prototyping, sketching.
- Solid understanding of personas, competitor analysis, customer journey, user interviews, usability tests, and other user research methods.

## Contact Me

