

Elnaz Melli

Product Designer | HCDE Graduate Student

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Product Designer and Human-Centered Design & Engineering graduate student at the University of Washington with 4+ years of professional experience in client-facing roles and a career transition into UX. Experienced in user research, usability testing, journey mapping, and translating insights into actionable design solutions. Known for identifying usability issues, uncovering user needs, and transforming research findings into practical design recommendations that improve user experiences and support product decisions. Fluent in English and Persian, bringing strong cross-cultural communication skills to collaborative design environments.

UX PROJECT EXPERIENCE

UX Research & Design Projects

University of Washington — HCDE Program

Includes: Lune Cafe Website Redesign (client-sponsored website redesign), Campus Connect (student engagement platform), and additional graduate UX research projects.

- Conducted user research through interviews, surveys, usability testing, and behavioral analysis to better understand user needs, pain points, and decision-making patterns.
- Synthesized qualitative and quantitative findings into clear insights, helping define user problems and guide design direction.
- Developed personas, user groups, task matrices, and journey-based analysis to better represent user behaviors and goals.
- Applied human-centered design principles to evaluate, refine, and improve digital experiences.
- Translated research insights into actionable recommendations for design improvements, usability enhancements, and clearer user flows.
- Collaborated with peers to structure research activities, organize findings, and present design recommendations clearly.

Selected Project: Lune Cafe Website Redesign

Client-Sponsored UX Research & Design Project | University of Washington HCDE | Winter–Spring 2026

Team of 5 designers partnered with Lune Cafe, a Seattle-based cafe chain with 5 locations, to evaluate and redesign the website and online ordering experience to improve usability and ordering discoverability.

- Conducted mixed-method research, including surveys, interviews, review analysis, and usability evaluation, to identify user frustrations with the existing cafe website experience.
- Identified usability issues related to navigation, ordering flow, content clarity, and overall information structure.
- Developed personas to represent key customer types and clarify their needs, expectations, and decision-making behaviors.
- Conducted usability testing sessions to evaluate user interactions and uncover friction points in digital experience.

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- Proposed research-informed design improvements to make the website easier to navigate, more user-friendly, and better aligned with customer needs.
- Strengthened the redesign direction by connecting user feedback directly to practical design recommendations.

PROFESSIONAL EXPERIENCE

Administrative Assistant

Notary Office | Urmia, Iran | 2017-2021

- Interacted directly with clients to understand their needs, answer questions, and guide them through complex administrative and documentation processes.
- Identified recurring points of confusion in client interactions and helped simplify workflows, explanations, and communication.
- Reduced client confusion by explaining complex administrative requirements through clear, structured guidance.
- Managed high-volume tasks with accuracy, confidentiality, attention to detail, and follow-up.
- Supported daily office operations through scheduling, documentation, coordination, and client support.
- Built trust with clients by using empathy, patience, and clear communication during stressful processes.

EDUCATION

Master's in Human-Centered Design & Engineering

University of Washington

Seattle, WA | Expected 2027

SKILLS

UX Research: User Research, User Interviews, Surveys, Usability Testing, Persona Development, User Journey Mapping, Task Analysis, Card Sorting, Heuristic Evaluation, Experience Mapping

UX Design: Information Architecture, Wireframing, Prototyping, User Flows Tools: Figma, FigJam, Miro

Core Strengths: Communication, Team Collaboration, Empathy, Ownership, Attention to Detail, Time Management, Process Improvement

Languages: English, Persian (Farsi)

INTERESTS

Small Business Ownership, Early Childhood Learning Environments, Community Building, Cross-Cultural Communication, Cafe & Hospitality Experiences, Continuous Learning