

Melody Ekbatani

Product Designer

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Education

Parsons School of Design | The New School
Master's of Digital Product Design, 2026
MPS Program (STEM Designated)
Merit Scholarship, Dean's List Scholar

University of Toronto

Honors B.A in Architectural Design, 2022
Merit Award, Dean's List Scholar, Thesis Award,
Halton Learning Award

Tools and Skills

Design

UI/UX, Motion, and 3D Design
Adobe Creative Suite, Figma, Paper

Development

HTML, CSS, JavaScript

AI & Emerging Tools

Generative AI workflows (Claude, Codex, Lovable,
Image and Video Generation)

Awards and Recognition

Digital Expressions Fellow

Awarded for Adaptive Research Google Gemini
project | 2026

Cambridge Innovation Center Grant

Advised biotech entrepreneurs through a CIC Japan
Desk x Parsons partnership | 2026

Winner in Construction Product Design

Awarded for Speedstac at Sparkbird Labs
BLT Design Awards | 2024

Certifications

Sustainable UX Design

IBM | 2026

Auditing Design Systems for Accessibility

LinkedIn Learning | 2025

Artificial Intelligence Fundamentals

IBM | 2025

Experience

LOAM Marketplace | Product & Brand Designer |

November 2024 - August 2025 (Contract Role)

A mission-driven marketplace that curates sustainable, organic products.

- Lead end-to-end product design across UX/UI architecture, scalable design systems, and brand identity.
- Built 40+ reusable components and patterns to create consistency across product, vendor, and marketing touchpoints.
- Defined core marketplace workflows across vendor onboarding, seller portal, shipping, returns, and customer journeys to improve operational efficiency.
- Integrated Shopify Collective to support a scalable multi-seller ecosystem with 300+ vendors and growing.

Giannone Petricone Associates | Digital Designer

November 2024 - August 2025 (Contract Role)

Design and architecture firm specializing in hospitality and residential development.

- Promoted within 12 months to lead marketing and web initiatives, owning UX/UI design and front-end execution across the firm's digital presence.
- Designed 50+ presentations and proposals supporting multi-million dollar pursuits, translating complex ideas into clear, strategic visual narratives.
- Built responsive pages and reusable UI components, improving site performance, mobile usability, and overall user engagement.
- Produced 100+ digital and print assets and collaborated with photographers to document new projects, shaping the storytelling and marketing collateral.

WZHM Architects (Sparkbird Lab) | Product Designer

January 2022 - July 2023 (Full-time)

Design firm with an innovation lab developing smart technologies, IOT and UX/UI.

- Designed and launched MySun, a gamified mobile app driving sustainable behavior through eco-footprint tracking and goal-based UX, translating complex data into actionable user insights.
- Organized and branded international hackathons (200+ participants), connecting women in STEM with industry leaders
- Prototyped solar technologies, modular construction concepts, and massing studies for urban data centers, synthesizing research into visual frameworks to communicate complex systems to technical and non-technical stakeholders. Developed visual materials and copy supporting institutional, government, and higher-education proposals.

Competitions

AI Startup Design Hackathon

University of Arizona x Parsons | Feb 27-28 2026

Designed an AI-powered AR health concept for Type 2 diabetes management in 24 hours, owning interaction design, system architecture, and product video.

AI Figma Hackathon

Figbuild | Mar 3-6 2026

Designed an AI-powered wearable that captures real-world inspiration as structured creative data; led the AI product architecture and built the end-to-end prototype.