

Shiva Chavoshian

Bridging AI tech and human behavior. Applying professional psychology insights to create adaptive systems that align user needs with complex partner environments.

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EXPERIENCES

Derivco, Stockholm — Product Design Lead

2025 - present

Leading strategy and AI prototyping for major brands (IKEA, Lindex, GGL) across diverse industries

- Accelerating decision-making via high-fidelity AI-driven prototyping.
- Leading product strategy and vision for major global partners (IKEA, Lindex, ...).
- Bringing **gaming-inspired mechanics** to drive engagement in non-game apps.
- Onboarded consultants into user-centric workflows to ensure design quality.
- Aligning product roadmaps with user needs and **business KPI targets**.

Derivco, Stockholm — Senior UX/UI Designer

2024 - 2025

Built the UX strategy and maturity for a global sportsbook platform with millions of users

- Established a user-centric UX strategy for global high-traffic platforms.
- Partnered with **data science** to translate behavior into feature insights.
- Elevated organizational UX maturity through mentorship and frameworks.
- Directed continuous discovery (A/B testing, user studies) to reduce friction.

RaceID, Stockholm — Senior Product Designer

2023 - 2024

Led end-to-end product design to drive user growth and optimize conversion funnels

- Led end-to-end delivery of responsive web and mobile product features.
- Optimized critical registration and payment flows to boost conversion.
- Developed user-centric dashboard features to track racer progression.

Navaak, Stockholm/Tehran (Hybrid) — Product Designer

2020 - 2022

Designing internal tools to support content operations for a music streaming service

- Designed high-fidelity UI prototypes for internal asset management tools.
- Developed interactive UI flows to validate learning and onboarding features.

Navaak, Tehran — UI/UX Designer

2018 - 2020

Contributing to UI design and user research for a music streaming platform

- Drove continuous UX optimization through data-driven A/B testing.
- Designed intuitive UI components for the mobile music player and library.

Tazhib Art, Personal Project — Content Creator and Teacher

Crafting engaging and educational content through teaching and exploring

Strategy & Leadership

- Product Strategy
- Ecosystem Architecture
- Stakeholder Management
- Partner Alignment
- Design Governance
- Behavioral Psychology
- Gamification Strategy
- Vision Setting & Storytelling

AI & Interaction

- AI-First Design
- Multimodal AI Interaction
- Human-AI Collaboration
- Ethical AI Standards
- Agentic Interfaces
- Probabilistic Design
- Context Awareness

Core Craft

- Information Architecture
- Taxonomy & Metadata Design
- User Research & Validation
- Design Systems
- Data-Driven Design
- Accessibility (WCAG)
- Prototyping (L/H Fidelity)

TOOLS

- Figma, FigJam, Miro, Notion
- Research & Data: Maze, Hotjar
- AI Workflows, LLMs, OpenSpec

EDUCATION

Professional Development: Active study group in Psychology & Human Behavior

Tabriz University: BS in IT Engineering (2012 - 2016)