

# Shiva Chavoshian

Leading product design and research to turn human behavior and AI-driven insights into core strategy for global brands.

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## EXPERIENCES

### *Derivco, Stockholm — Product Designer and Research Lead*

2025 - present

**Directing AI-driven product strategy and design for global brands.**

- Supporting faster decision-making through high-fidelity **AI-driven prototyping**.
- Leading product strategy and vision for major global partners (IKEA, Lindex, etc.).
- Introducing **gaming-inspired mechanics** to increase engagement in non-game apps.
- Onboarded consultants into user-centric workflows to ensure design quality.
- Building project websites using AI to accelerate the delivery of brand and product value.

### *Derivco, Stockholm — Senior UX/UI Designer*

2024 - 2025

**Built UX strategy and improved UX maturity for a global sportsbook platform with millions of users.**

- Established UX strategies for high-traffic platforms across global partner ecosystems.
- Partnered with **data science** teams to translate user behavior into feature insights.
- Elevated organizational **UX maturity** through mentorship and frameworks.
- Led 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**

- Optimized critical registration and payment flows to boost conversion.
- Developed user-centric dashboard features to track racer progression.

### *Navaak, Remote — Product Designer*

2020 - 2022

**Built the design system and internal B2B tools for a major music streaming platform.**

- 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**

## EDUCATION

**Professional Development:** Active study group in Psychology & Human Behavior

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

## Strategy & Leadership

- Product Strategy
- Partner Alignment
- Adaptive Design
- Stakeholder Management
- Research Roadmap Strategy
- Gamification Strategy
- Vision Setting & Storytelling
- Continuous Discovery
- Localization

## AI & Interaction

- AI-First Design
- Multimodal AI Interaction
- Human-AI Collaboration
- Context Awareness
- AI Assistants
- Prompt Design
- Conversational UX

## 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, Webflow