



Soroush Chavoshi

Digital Product Designer

I began in graphic design and grew into digital product design, with experience in UX research and a focus on user-centric solutions.

Work Experiences



Product Designer

Kave Negar: Messaging Platform Provider

Apr 2025 - Sep 2025

- **Developed a structured UX audit methodology by applying heuristic evaluation principles** and conducted a comprehensive review of the entire website.
- Collaborated with two other design team members to **document all website copy and created a UX writing guideline** to ensure consistency.
- Analyzed Metabase data on customer support tickets and collaborated with operations teams (sales, finance, support) to **prioritize user pain points**.
- Conducted benchmarking and internal research to **design concepts for a new information architecture and an improved ticketing system**.



UX Researcher

Aban Tether: Cryptocurrency Exchange

Nov 2024 - Mar 2025

- **Conducted UX research** to break down complex business problems into actionable insights.
- Performed benchmarking and **competitive analysis** to identify industry best practices.
- **Analyzed user behavior using tools like Clarity** (session replays, heatmaps) and Google Analytics.
- **Collaborated with CRM** and trading teams to extract user pain points and improve user experience.
- **Designed surveys**, segmented users, and synthesized research findings to inform UX strategies.
- **Documented insights in Confluence and presented findings** to stakeholders and the design team.



UI Designer

Manzomeh Negaran: Digital Marketing Agency

Nov 2021 - Jun 2022

- **Designed 20+ responsive websites**, focusing on UI design and **prototyping in Figma**.
- **Developed reusable components**, variables, and styles, many still in use.
- Enhanced UI design skills through hands-on experience in a digital marketing agency.



Graphic Designer

Tenotass: Management consulting firm

Dec 2020 - Oct 2021

- During my tenure as a digital marketing intern at Tenotass, a management consulting firm, I gained valuable insights into content marketing and various aspects of digital marketing.

Contact

[Portfolio](#)

- Soroush.chavosh@gmail.com
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- Tehran, IR (Open to Remote)

Education

IT Web Development: Web Design

UAST University Bachelor of Science

Jan 2023 - Present

Licences

Enterprise Design Thinking Practitioner

IBM

Issued Aug 2024

[Certification link](#)

Product Design Bootcamp

Product Plan

Issued Sep 2023

[Certification link](#)

Tools

- Figma & FigJam – UI design, prototyping, and collaboration.
- Confluence – Documentation and research repository.
- Google Analytics 4 (GA4) – Funnel analysis and user behavior tracking.
- Microsoft Clarity – Heatmaps, session replays, and basic segmentation.
- Porsline And Google Forms – Survey creation and data collection.
- Jira – Task management and secondary research tracking.
- OBS Studio – Session recording for user testing and research.
- Pen & Paper – For brainstorming and sketching research insights.