



# 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](mailto:Soroush.chavosh@gmail.com)
- [linkedin.com/in/soroushchavoshi](https://linkedin.com/in/soroushchavoshi)
- +98-991-221-8332
- 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.