Merry Shirvani (She/They)

Product Designer, Based in Vancouver, Canada

Interdisciplinary, AI-native designer turning complex ideas into intuitive products with tangible impact.

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DESIGN EXPERIENCE

UX/UI Designer

TechMockInterview Co., Canada | *January 2021 - September 2022*

- Expanded a career preparation platform from a one-off service into a scalable product by designing new feature flows that supported growth from ~1K to ~10K users.
- Refined design system, streamlined design-to-development handoff, and facilitated evidence-backed design discussions across teams through rapid prototyping.
- Led usability testing, competitor and feedback analysis to identify product opportunities and inform data-driven redesigns, reducing drop-off and manual support demand.
- Partnered closely with PMs and collaborated in agile sprints with the engineering team to align design needs, vision, strategy, and delivery.

UX Designer

Diagram Studio, Iran | *July 2019 - September 2020*

- Contributed to the design of a café management SaaS platform to modernize fragmented workflows while minimizing disruption for long-term users.
- Conducted stakeholder interviews to identify operational needs and frictions in legacy flows, resulting in onboarding efficiency and reported user satisfaction.
- Developed information architecture, user persona, journey maps, wireframes, and high-fidelity prototypes with a focus on usability and scalability.

SELECTED DESIGN PROJECT

Mental Health AI Chatbots | The University of British Columbia | *2023 - 2025*

- Led risk-aware interaction design and UX strategy for a personalized AI mental health platform, with a focus on balancing AI capabilities and responsible product design.
- Developed design guidelines for therapeutic efficacy, adaptability, and ethics in AI agents with statistically significant impact on user engagement.
- Conducted expert interviews and large-scale user studies via recruitment platforms, which informed two peer-reviewed papers in top HCI venues.

VR Cognitive Training | National Research Council Canada | *2023*

- Contributed to the product evaluation and transition of a virtual reality platform (bWell) supporting cognitive training with a focus on friction points and long-term at-home use.
- Led walkthroughs, heuristic evaluation, and usability testing within a multidisciplinary team, delivering UX research/evaluation reports and feature recommendations through med-fi prototypes for redesigned spatial interface, navigation, and interaction flows.

Social Media AI Clones | The University of British Columbia | *2023 - 2024*

- Co-designed AI-mediated conversational agents and interaction concepts to reduce social anxiety as an intermediary step in online relationship formation.
- Developed LLM prompt strategy, validated through a proof-of-concept study that received the Crowd Favourite Award at UBC's 2023 DFP Showcase.
- Contributed to subsequent refinement and expansion into AI-powered "social clone" systems, which resulted in a peer-reviewed CSCW publication.

EDUCATION

M.S. in Computer Science - HCI
The University of British Columbia
September 2022 - May 2025

Designing for People (DFP) Graduate Training
The University of British Columbia
Issued in April 2024

M.S in Industrial Product Design
Iran University of Science & Technology
September 2020 - August 2022

B.S in Electrical Engineering
Iran University of Science & Technology
September 2016 - August 2020

SKILLS

Design

User Experience • Interaction Design • User Interface • Visual Design • User Research • Product Design • Responsive Design • Design Systems • Information Architecture • User Flow Diagramming • Data Visualization • Wireframing • Rapid Prototyping • Storyboarding • Collaborative Ideation • Design QA • AI UX Design • Intelligent Interfaces • Conversational AI Design • UX Ethics • Accessibility • WCAG • Design Thinking • Figma • Miro • Sketch • Adobe Illustrator • Adobe XD • Adobe Photoshop • Adobe After Effects

UX Research

Design Strategy • Task Analysis • Contextual Inquiry • Focus Groups • Design Evaluation • Interview • Feedback Synthesis • Heuristic Evaluation • Experiment Design • A/B Testing • Thematic Analysis • Competitor Analysis • Surveys • Statistical Analysis

Programming / AI

LLM Prompt Engineering • Design-to-Code Workflows • HTML5 • CSS3 • R • Python