



Sina Ranjbar

UX DESIGNER

Portfolio

sinaranjbar.com

BASIC INFO.

Date of birth	5 July 1990
Country of Residency	Italy (Milan)
Languages	EN, IT, FA

SKILLS

TOOLS

User-Centered Design	Figma
Design Thinking	FigJam
UX Strategy	Framer
Interaction Design	Principle
Visual Design	Sketch
Prototyping	Adobe XD
Wireframing	Jira
Accessibility Design	Confluence
Data-heavy UI	Notion
AI UX Design	HTML & CSS
Human-AI Interaction	Photoshop
AI & GPT Integration	Illustrator
AI Prototyping	InDesign
User Research	Premiere
Usability Testing	After Effects
Product Psychology	Bolt.new
Agile & Scrum	Lovable
Communication	AI studio
Empathy	ChatGPT
Critical Thinking	Claude
3D Modelling & Printing	Copilot

CONTACT

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EXPERIENCE



Senior User Experience Designer

ORACLE Jun 2022 — Present

As part of the NetSuite Experience Design Team, I support the evolution of NetSuite's product experience through research, system-level UX strategy, and close collaboration with cross-functional teams. My work spans both foundational UX responsibilities and new AI-driven initiatives.

- Uncovering user needs and translating them into scalable patterns and design system templates.
- Providing clear, research-informed solutions through in-depth discovery to support new feature integration.
- Maintaining a consistent, high-quality user experience across the suite and guiding teams on future enhancements.
- Contributing to NetSuite Next by designing AI-powered capabilities such as AI Canvas, Narrative Summaries, and Knowledge Integration.
- Shaping intuitive, transparent, and scalable AI interactions that reduce complexity and improve decision-making.
- Supporting teams in bringing AI features into existing workflows while preserving clarity, usability, and consistency.



User Experience Designer

AVAST Apr 2021 — Jun 2022

Creating user journeys, wireframes, flows, design iterations, and final prototypes for different products of Avast and AVG both on Windows and MacOS; including:
Avast Cleanup, Avast Driver Updater, Avast Battery Saver, AVG TuneUP, AVG Driver Updater



UX/UI Designer

WEDOO Nov 2020 — Apr 2021

Wedoo is a creative consultancy agency based in Turin (IT) and Birmingham (US). My role involved developing and delivering top-tier user experiences and interface designs for a diverse range of clients, including:
Trenitalia, Fiat, AIFA, Concessioni Autostradali Venete, Municipality of Messina



User Experience Designer

WHIRLPOOL Mar 2020 — Nov 2020

Whirlpool Corporation is a multinational fortune 500 company manufacturer of home appliances. As a UX designer of the Digital UX team, my daily tasks included:

- Designing HMI screens for ovens and washing machines
- Designing flows for the new Whirlpool 2.0 app and reskinning KitchenAid app
- Conducting usability tests and interviews with customers
- Benchmarking of competitors digital experience
- Prototyping and designing drafts and wireframes for Advanced Development projects
- Creating a seamless experience for the users of the Remote Diagnostics feature



Lead UX/UI Designer

ARTUPIA Dec 2018 — Mar 2020

I was the designer behind the Artupia app and website, a dynamic Italian start-up in the art and innovation sector. My role focused on creating user-centric interfaces and flows that enhanced user engagement. The app I designed, received significant awards. Frequently featured in the Lifestyle category on the App Store, awarded **App of the Day** by Apple, and ranked among the **Top Made In Italy Apps of 2019**.



Graphic Designer & 3D Artist

ASNAGHI INTERIORS Oct 2014 — Nov 2018

- 3D Modelling and rendering of the projects.
- The final presentation, discussion and analysis with clients.
- Redesigning logos, preparing advertising materials, retouching photos and etc.

EDUCATION.



Master of Communication Design

Politecnico di Milano, ITALY 2016 — 2020



Bachelor of Communication Design

Politecnico di Milano, ITALY 2011 — 2015



Bachelor of Economics

Allameh Tabatabai University of Tehran, IRAN 2008 — 2011

PROFESSIONAL TRAINING

Product Psychology Masterclass @ Growth.Design

Digital Transformation Strategy @ BUx: Boston University

Introduction to User Experience @ MichiganX: University of Michigan

AWARDS



The Artupia App nominated as **App of The Day** in 20 countries in 2020



The Artupia App Ranked 2nd among app store's "Made In Italy" apps



Nominated by peers for the **I Value Design** award. Jan 2023



Nominated by peers for the **I Value Quality** award. Jan 2023