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

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

☎ +39 3888240108
✉ sinaranjbar@gmail.com
🌐 www.sinaranjbar.com
in www.linkedin.com/in/ranjbarsina
Be behance.net/sinapersia

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

APP OF THE DAY In 20 countries — **App Store**
The Artupia App nominated as **App of The Day** in 20 countries in 2020

Made in Italy Top Apps — **App Store**
The Artupia App Ranked **2nd** among app store's **"Made In Italy"** apps

ORACLE NETSUITE
Nominatd by peers for the **I Value Design** award. Jan 2023

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