



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

- User-Centered Design
- Design Thinking
- UX Strategy
- Interaction Design
- Visual Design
- Prototyping
- Wireframing
- Accessibility Design
- Data-heavy UI
- AI UX Design
- Human-AI Interaction
- AI & GPT Integration
- AI Prototyping
- User Research
- Usability Testing
- Product Psychology
- Agile & Scrum
- Communication
- Empathy
- Critical Thinking
- 3D Modelling & Printing

TOOLS

- Figma
- FigJam
- Framer
- Principle
- Sketch
- Adobe XD
- Jira
- Confluence
- Notion
- Html & Css
- Photoshop
- Illustrator
- InDesign
- Premiere
- After Effects
- Bolt.new
- Lovable
- AI studio
- ChatGPT
- Claude
- Copilot

CONTACT

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Sina Ranjbar

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 Tabatabaai 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



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