
Sinan Goral is a digital product designer, educator, and maker based in Pittsburgh, PA.

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Work

HubSpot

Senior Product Designer

Oct 2023 - Present

Cambridge, MA (Remote)

Building data integration and reporting tools for Operations Hub — HubSpot's fastest-growing product line. Launched a SQL join UI and built a suite of no-code formula editors, boosting adoption by 23% QoQ and usage by 36%.

Carnegie Mellon University

Adjunct Faculty Instructor

Aug 2020 - Present

Pittsburgh, PA

School of Computer Science, Human-Computer Interaction Institute

Teaching interaction design, emerging technology, and product thinking.

School of Architecture

Teaching design speculation, physical computing, fabrication, and research. Advising thesis projects for undergraduate and graduate students.

Govini

Senior Product Designer

Apr 2023 - Oct 2023

Pittsburgh, PA

Crafted decision-grade data products for the U.S. defense industry. Increased stickiness through customized risk indicators and analytics. Built a YAML based deployment framework that reduced development time by 78%.

Copia Automation

Lead Product Designer

Mar 2021 - Apr 2023

New York, NY (Remote)

First design hire and sixth overall hire. Designed end-to-end version control products that saved controls engineers upwards of 8 hours per week. Led all design output, including scoping requirements, facilitating reviews, finalizing mocks, and scaling a design system.

Sosolimited

Design Consultant

Sep 2020 - Mar 2021

San Diego, CA (Remote)

Produced a variety of visual and design work, including design research, branding, parametric modeling, rendering, and scripting.

FIGUR8

Product Designer

Jun 2019 - Feb 2020

Boston, MA

Developed storyboards and wireframes for mobile onboarding. Prototyped data visualization UI that clarified musculoskeletal metrics for athletes in recovery. Created visual assets and marketing collateral for print and web.

Skills

Process

End-to-end product design (UX, UI)
Visual design
Design systems
Brand identity
Responsive design
Interaction design
Prototyping (low/high fidelity)
Wireframing
User journeys, storyboarding
Data visualization
3D modeling, rendering

Tools

Figma
Zeplin
Amplitude, Fullstory, Looker
Adobe CC
Webflow, Framer
Git
HTML, CSS
Rhinoceros, V-Ray, Grasshopper

Education

Harvard University

Graduate School of Design

Cambridge, MA

Master in Design Studies

Concentration in Technology

2020

Carnegie Mellon University

School of Architecture

Pittsburgh, PA

Bachelor of Architecture

University and College Honors
Valedictorian

2018