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

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sinangoral.com ↗

Work

HubSpot

Senior Product Designer

Oct 2023 - Present

Cambridge, MA (Remote)

Building reporting, automation, and data sync solutions for Operations Hub — the newest and fastest growing product line at HubSpot.

Carnegie Mellon University

Adjunct Faculty Instructor

Aug 2020 - Present

Pittsburgh, PA

Teaching courses, workshops, and lectures on design speculation and research. Topics include IoT, computation, maker-culture, and how we tell stories. Advising thesis projects for undergraduate and graduate students.

Govini

Senior Product Designer

Apr 2023 - Oct 2023

Pittsburgh, PA

Designed decision-grade data products for the U.S. defense industry. Increased stickiness through customized risk indicators and analytics. Helped build a YAML-based dashboard framework that trimmed production time from months to weeks.

Copia Automation

Lead Product Designer

Mar 2021 - Apr 2023

New York, NY (Remote)

First design hire and sixth overall hire. Collaborated with internal and external stakeholders to design end-to-end version control products that empowered users to reclaim an average of 8 hours per week. Led all design output, including scoping requirements, facilitating reviews, finalizing mocks, and scaling a design system.

FIGUR8

Product Designer

Jun 2019 - Feb 2020

Boston, MA

Worked with Des to develop storyboards and wireframes for a mobile app onboarding flow. Prototyped data visualization UI to display KPIs at a glance. Created visual assets and other marketing collateral for print and web.

Education

Harvard Graduate School of Design

2020

Master in Design Studies, Technology Concentration

Cambridge, MA

Carnegie Mellon School of Architecture

2018

Bachelor of Architecture

Pittsburgh, PA

Valedictorian, University & College Honors

Skills

Process

End-to-end product design
Visual design
UX/UI design
Responsive design
Interaction design
Wireframing
Storyboarding
Stakeholder journey mapping
Low/high fidelity prototyping
Data visualization
Design systems
Brand identity
3D modeling, rendering

Technics

Figma, Sketch, XD
InVision Studio
Principle
Zeplin
Adobe CC
Webflow
GitHub, GitLab
HTML, CSS
Rhinoceros, V-Ray, Grasshopper

Awards

MDes R&D Award, 2020
Xuanwu Design Competition, 2019
Lexus Design Awards, 2018
AIAS CRIT Fellowship, 2018
Frank-Ratchye Fund, 2017
John Knox Shear Award, 2017
Alwin Cassens Prize, 2017
FLUX Emerging Architects, 2016