



Sina Ranjbar

Senior Product Designer · AI & UX

Started as the sole designer of an iOS app Apple named "App of the Day" multiple times. Went on to ship products to 1M+ users at Whirlpool and across Avast's global security portfolio. Today, designing the AI-first workflows that 43,000+ businesses run on every day at Oracle NetSuite.

Experience



Senior User Experience Designer

Oracle · Jun 2022 - Present
Milan, Italy

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 core product experiences and AI-powered workflows used by **43,000+ businesses** worldwide.

- Led UX for an **AI document-processing workflow** that converts uploaded business documents into structured records, reducing manual data entry by **~35%**.
- Designed **AI Canvas**, a collaborative workspace for analyzing business data, generating content, and launching AI-powered workflows.
- Defined core UX patterns for **Ask Oracle**, NetSuite's conversational AI assistant, including data queries, record creation, reporting, and review of AI-generated actions.
- Created reusable human-in-the-loop AI patterns for confidence, review, approval, and error recovery across the product.
- Shipped **20+ product capabilities and UX patterns**, improving consistency and accelerating delivery across teams.
- Built **5+ high-fidelity vision demos** used by executives to present NetSuite's AI strategy to **20,000+ attendees**.
- Helped shape NetSuite's shift from standalone AI features toward connected, proactive, and agentic experiences.



Senior User Experience Designer

Avast Antivirus · Apr 2021 - Jun 2022
Milan, Italy

End-to-end design across the Windows and macOS security portfolio: Antivirus, Cleanup, TuneUp, Driver Updater, and Battery Saver.

- Led UX from early concepts and journey mapping through prototyping, usability testing, and production delivery across two consumer brands.
- Redesigned in-product upsell and subscription-renewal flows, simplifying upgrade journeys and removing intrusive promotional patterns.
- Reworked critical security alerts and system messages, replacing fear-driven communication with clear, trustworthy experiences.
- Unified overlapping experiences across **Avast & AVG** while preserving each brand's distinct positioning, partnering with product, engineering, research, analytics, and marketing.



UX/UI Designer

WEDOO · Nov 2020 - Apr 2021
Turin, Italy

Designed digital products for clients across transport, public sector, and smart-city domains.

- Self-service ticket sales app for **Trenitalia**
- Interactive car customization web app for **Fiat**, supporting users in configuring vehicle options through a clear and engaging digital experience.
- App for **AIFA**, the Italian Medicines Agency (Italy's equivalent of the FDA), supporting access to medicines information and agency services.
- iPad app to support road monitoring and control operations across Italy's Veneto region.
- iOS app for the Municipality of Messina to improve access to public services.



User Experience Designer

Whirlpool Corporation · Mar 2020 - Nov 2020
Milan, Italy

- Redesigned the **Whirlpool 2.0 mobile app** and reskinned the **KitchenAid app**, contributing to connected-product experiences serving more than **1 million users**
- Designed HMI screens and digital experiences for Whirlpool and KitchenAid appliances, including washing machines and ovens.
- Designed the Whirlpool Remote Diagnostics feature.
- Ran **40+** usability tests, customer interviews, and competitive benchmarks that informed product and interface decisions.



User Experience Designer

Artupia · Dec 2018 - Mar 2020
Milan, Italy

Sole designer at an Italian art-tech start-up, owned full product design for the Artupia app and website from concept to App Store launch.

- Designed the full iOS app zero-to-launch; **ranked #2 in the App Store "Made in Italy" category (2019)**, ahead of **1,500+ competing apps**
- Earned Apple's **App of the Day** multiple times, featured in **20+ countries** worldwide.
- Introduced dark mode and led an accessibility-focused redesign; partnered directly with the CEO and the engineering team to translate business goals into product decisions.



Graphic Designer & 3D Artist

Asnaghi Interiors · Oct 2014 - Nov 2018
Meda, Italy

Created 3D visualizations, renderings, and presentation materials for international luxury interior-design projects and client communications.

Basic information

- Based in Milan, Italy
- Italian citizen | Authorized to work in the EU
- English, Italian, Persian, German

Contacts

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- Portfolio | [sinaranjbar.com](#)

Education

- MSc, Industrial Design, Communication Design
Politecnico di Milano, Italy | 2016 - 2019
- BSc, Industrial Design, Communication Design
Politecnico di Milano, Italy | 2011 - 2014
- BSc, Economics
ATU University, Iran | 2008 - 2011

Awards & Achievements

- I Value Design, Oracle Award**
Recognized by peers for design excellence, user-centered thinking, and product impact.
- I Value Quality, Oracle Award**
Recognized by peers for quality, attention to detail, and delivery of high-quality UX.
- NetSuite AI Hackathon**
Won 3rd place in the NetSuite4Good Hackathon for AI solutions.
- Apple "Made in Italy" Top Apps**
Designed the Artupia app, ranked #2 among App Store "Made in Italy" apps 2019.
- Apple App of the Day**
Designed the Artupia app, featured as App of the Day by Apple in 20+ countries.

Skills

- | UX & Product Design | AI Design |
|----------------------------|------------------------|
| • UX Strategy | • AI Product Design |
| • Product Discovery | • Conversational UX |
| • Interaction Design | • Human-AI Interaction |
| • Prototyping | • Agentic Workflows |
| • Information Architecture | • Prompt Design |
| • Design Systems | • AI Workflows |
| • User Research | • Vibe Coding |
| • Usability Testing | |

Tools

- Figma FigJam Framer Sketch Principle Stitch
- Lovable Bolt Adobe XD Photoshop Illustrator
- v0 Jira Notion Confluence html & CSS
- ChatGPT Codex Claude Copilot Grok Gemini

Certifications

- Designing for AI workshop
Vitaly Friedman
- Product Psychology Masterclass
Growth.Design
- AI for Designers
The Interaction Design Foundation (IxDF)
- User Experience Research and Design
University of Michigan, edX