



Sina Ranjbar

Senior Product Designer · AI & UX

Senior Product Designer specializing in AI-native enterprise UX. I bridge the gap between emerging AI capabilities and the humans who use them, designing conversational interfaces, agentic workflows, and human-in-the-loop systems that make complex business software feel intuitive. 10+ years across Fortune 500s and award-winning startups, currently shaping how Oracle NetSuite brings AI into everyday work.

Experience



Senior User Experience Designer

Oracle · Jun 2022 - Present

Milan, Italy

As part of Oracle NetSuite's Experience Design team, I design AI-powered enterprise experiences that help users complete complex business workflows faster, with greater clarity and confidence.

- Led UX design for Document to Record, an AI-assisted experience that enables users to upload documents to create structured NetSuite records with human oversight.
- Led UX design for AI Canvas feature and defined core interaction models for AI-assisted content creation, editing, regeneration, collaboration, canvas management, and workflow support within NetSuite.
- Designed conversational AI patterns for Ask Oracle chat, including record creation flows, human-in-the-loop validation, error recovery, and trust-building interactions.
- Designed and contributed to additional NetSuite AI capabilities, including Narrative Summaries, Knowledge Integration, and agentic workflow experiences.
- Delivered 20+ major Record List Template features, including hierarchical lists, search and filtering, grouping, sorting, list view management, column personalization and more.
- Created high-fidelity, product-realistic prototypes for SuiteWorld keynote and Analyst Summit demos, helping communicate NetSuite's future AI design direction at the organization's most visible external events.
- Translated user research, product discovery, and cross-functional input into scalable UX patterns and record form templates adopted across product teams.
- Led AI Play Hours, a bi-weekly internal learning series advocating practical AI adoption, AI-assisted design workflows, and stronger design literacy around emerging AI capabilities.



Senior User Experience Designer

Avast Antivirus · Apr 2021 - Jun 2022

Milan, Italy

- End-to-end UX for Avast Cleanup, Driver Updater, and Battery Saver across Windows and macOS, from user journeys to hi-fi prototypes.
- Covered the full AVG product line in parallel (TuneUp, Driver Updater), maintaining consistency across competing brand families.
- Redesigned the whole in-app upsell and renewal banners startegy to reduce user friction and alarm fatigue resulting in higher renewal engagement and a less intrusive product experience.
- Replaced fear-based alert styling with clearer, more trustworthy messaging and calmer visual cues, improving user confidence, perceived transparency, and NPS.



UX/UI Designer

WEDOO · Nov 2020 - Apr 2021

Turin, Italy

Designed user experiences and interfaces for clients across transport, public sector, food, and smart city domains, including:

- self-service ticket sales app for Trenitalia
- interactive car customization web application for Fiat, supporting users in configuring vehicle options through a clear and engaging digital experience.
- an iPad app for Concessioni Autostradali Venete to support highway control operations
- a mobile app for the Municipality of Messina to improve access to public services.



User Experience Designer

Whirlpool Corporation · Mar 2020 - Nov 2020

Milan, Italy

Whirlpool Corporation is a multinational fortune 500 company manufacturer of home appliances. As a UX designer in the Digital UX team my work included:

- Designed HMI screens and digital experiences for Whirlpool and KitchenAid products, including washing machines and ovens.
- Redesigned the new Whirlpool 2.0 app and reskinned the KitchenAid app, shipped to 1M+ connected appliance users.
- Designed the whirlpool Remote Diagnostics feature.
- Conducted 40+ usability tests, customer interviews, and competitive benchmarking to inform product and interface decisions.



User Experience Designer

Artupia · Dec 2018 - Mar 2020

Milan, Italy

Sole designer at this Italian art-and-innovation start-up, owning end-to-end product design for the Artupia app and website from concept to App Store launch.

- Designed the full iOS app from zero to launch. The app reached #2 in Apple App Store 'Made in Italy' category in 2019, beating 1,500+ competing apps.
- Earned App of the Day from Apple, featured in 20+ countries across the world.
- Adopted the dark mode, and redesigned for accessibility
- Collaborated directly with the CEO and engineering team of 5 to translate business goals into user-centred product decisions under startup constraints.



Graphic Designer & 3D Artist

Asnaghi Interiors · Oct 2014 - Nov 2018

Meda, Italy

- Created 3D models, renderings, and visual presentations for luxury interior-design projects.
- Produced high-quality visual assets to support client presentations, design proposals, and marketing materials.

Basic information

Based in Milan, Italy

Italian citizen | Authorized to work in the EU

English, Italian, Persian, German

Contacts

+39 388 8240108

sinaranjbar@gmail.com

www.sinaranjbar.com

www.linkedin.com/in/ranjbarsina

→ Portfolio | [behance.net/sinapersia](https://www.behance.net/sinapersia)

Awards & Achievements



Oracle I Value Design Award

Recognized by peers for design excellence, user-centered thinking, and product impact.



Oracle I Value Quality Award

Recognized by peers for quality, attention to detail, and delivery of high-quality UX.



NetSuite AI Hackathon – 3rd Place

Won 3rd place in the NetSuite4Good Hackathon for AI solutions.



Apple Recognition – Made in Italy Top Apps

Designed the Artupia app, ranked #2 among App Store “Made in Italy” apps 2019.



Apple Recognition – App of the Day

Designed the Artupia app, featured as App of the Day by Apple in 20+ countries.

Education



Master's degree, Communication Design

Politecnico Di Milano, Italy | 2016 - 2019



Bachelor's degree, Communication Design

Politecnico Di Milano, Italy | 2011 - 2014



Bachelor's degree, Economics

ATU University, Iran | 2008 - 2011

Skills

UX & Product Design

- UX Strategy
- Product Discovery
- Interaction Design
- Prototyping
- Information Architecture
- Design Systems
- User Research
- Usability Testing

AI Design

- AI Product Design
- Conversational UX
- Human-AI Interaction
- Prompt Design
- AI Workflows
- Agentic UX
- Vibe Coding

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

Licenses & Certifications

Designing for AI workshop

Vitaly Friedman

Product Psychology Masterclass

Growth.Design

AI for Designers

IxDF - The Interaction Design Foundation

Digital Transformation Strategy

BUx, Boston University

User Experience (UX) Research and Design

University of Michigan edX

10+ additional certificates