



Sina Ranjbar

UX DESIGNER

Portfolio
sinaranjbar.com

BASIC INFO.

Date of birth	5 July 1990
Country of Residency	Italy (Milan)
Relocation Availability	Europe
Languages	EN, IT, FA, DE

SKILLS

User-Centered Design	Figma
Design Thinking	Framer
Product Psychology	Adobe XD
Prototyping	Sketch
Wireframing	ChatGPT
User Research	MidJourney
Usability Testing	Photoshop
Accessibility Design	Illustrator
Interaction Design	InDesign
Visual Design	Balsamiq
Agile & Scrum	Principle
AI & GPT Integration	Marvel
NLP Understanding	Notion
A/B Testing	Jira
iOS Guidelines	HTML & CSS
3D Modelling & Printing	Wordpress
Empathy	Google Analytics
Curiosity	Premiere
Critical thinking	After Effects
Communication	Final Cut
Teamwork	3D Studio Max

CONTACT

- +39 3888240108
- sinaranjbar@gmail.com
- www.sinaranjbar.com
- www.linkedin.com/in/ranjbarsina
- [behance.net/sinapersia](https://www.behance.net/sinapersia)

In compliance with the GDPR and the Italian Legislative Decree no. 196 dated 30/06/2003, I hereby authorize you to use and process my personal details contained in this document.

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EXPERIENCE



Senior User Experience Designer

ORACLE Jun 2022 — Present

As a Senior UX Designer at Oracle, I am part of the NetSuite Experience Design Team. My role focuses on accelerating the evolution of the NetSuite product, processes, and technology to deliver an exceptional user experience. My key responsibilities include:

- Uncovering and understanding user needs to enable experiences in design system templates.
- Providing robust solutions through an in-depth discovery process, facilitating the integration of new features.
- Maintaining a consistent user experience across the system, guiding teams on future enhancements.



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 Tabataba'i 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



Nominatd by peers for the **I Value Design** award. Jan 2023



Nominated by peers for the **I Value Quality** award. Jan 2023