

Sarah Sinai

UX/UI & Digital Experience Designer

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Profile

UX/UI Designer with 7+ years' experience designing complex enterprise, industrial, and digital platforms, including AI-enabled systems. Skilled at translating technical workflows and user needs into intuitive, scalable solutions through research, systems thinking, prototyping, and iterative design. Experienced across enterprise, startup, government, and education environments, collaborating closely with cross-functional teams.

Core Competencies

- Product & Service Design
- User Research
- Design Systems
- Interaction Design
- Workflow Optimisation
- Cross-functional Collaboration

Professional Experience

Honeywell, Sydney, Australia

User Experience Designer

Feb 2022 to Aug 2025

- Designed UX for enterprise manufacturing software used by engineers and plant operators
- Translated complex and data-rich workflows into intuitive, scalable product experiences
- Conducted user research, workflow mapping, and usability testing to validate complex systems
- Prototyped and iterated solutions in close collaboration with developers and engineers
- Supported the design of AI-enabled features, contributing to more efficient and intelligent user workflows
- Established reusable design patterns to improve consistency across platforms

Outwrite, Sydney, Australia

Product Designer

Nov 2021 to Jan 2022

- Led end-to-end product design as the company's sole designer
- Developed a design system to improve product consistency and delivery speed
- Delivered user and competitor research to inform product direction
- Designed subscription flows to support user acquisition and retention
- Collaborated with stakeholders on roadmap planning and MVP definition

Te Kura | The Correspondence School, Wellington, New Zealand

UX/UI Designer

Dec 2017 to Nov 2021

- Designed digital learning platforms and service experiences
- Led co-design initiatives with government, educators, and learners
- Delivered accessible and inclusive design solutions
- Improved usability and overall learning experience outcomes
- Contributed to award-winning digital products
- Supported ongoing platform and service improvements

Red Shift | Printing.com, Wellington, New Zealand

Digital & Graphic Designer

Jan 2017 to Dec 2017

- Delivered print, digital, and brand design across client projects
- Developed brand identities and visual systems
- Translated client briefs into effective design concepts
- Applied UX principles to early-stage interface design
- Produced high-quality assets in fast-paced environments

Design Methods & Ways of Working

Wireframing · Prototyping · Journey Mapping · Discovery Workshops · Agile & Scrum ·
Design Critique · Design Systems · AI-enabled Product Design · Async Collaboration · Usability
Testing · Heuristic Evaluation · Information Architecture

Tools

Figma · FigJam · Adobe Creative Suite · Miro · Jira · Confluence · HTML/CSS

Education

Massey University, Wellington, New Zealand

2013 to 2016

Bachelor of Design (Honours)

Majoring in Visual Communication Design

Volunteer Experience

L'Archipel, Sion, Switzerland

2025 to Present

Volunteer

- Support a community-led sustainability hub, contributing design expertise to events and initiatives that promote environmental awareness and community engagement.

Awards & Recognition

D2L Excellence Award

2020

Best Design Awards

2018

Finalist – Empowering UX

Silver – Optimising UX

University Arts Scholarship

2012

Expressions Whirinaki Art Centre

Conferences

D2L Fusion, Los Angeles

2020

Speaker & Award Recipient

D2L Ignite, Gold Coast

2019

Speaker

Languages

English (Native)

French (A1, learning)

Links

Online Portfolio

LinkedIn

References available upon request.