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**Sinan Goral** is a product designer, educator,  
and maker based in the Bay Area.

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sinangoral.com ↗

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## Work

Google  
**Product Designer** Oct 2025 - Present  
Mountain View, CA  
Designing CRM products on the Google Ads team, transforming complex data into clear and actionable insights for sellers.

HubSpot  
**Senior Product Designer** Oct 2023 - Oct 2025  
Cambridge, MA (Remote)  
Built data integration and reporting tools that helped marketing teams uncover insights from their CRM data. Launched a SQL join UI and built a suite of no-code formula editors, boosting adoption by 23% QoQ and usage by 36%.

Carnegie Mellon University  
**Adjunct Faculty Instructor** Aug 2020 - Jul 2025  
Pittsburgh, PA  
**School of Computer Science, Human-Computer Interaction Institute**  
Taught interaction design, emerging technology, and product thinking.  
**School of Architecture**  
Taught design speculation, physical computing, fabrication, and research. Advised thesis projects for undergraduate and graduate students.

Govini  
**Senior Product Designer** Apr 2023 - Oct 2023  
Pittsburgh, PA  
Crafted decision-grade data products for the U.S. defense industry. Delivered a supply chain dashboard UX, unlocking \$60M+ in annual customer savings. Built a YAML-based deployment framework, cutting development time by 78%.

Copia Automation  
**Lead Product Designer** Mar 2021 - Apr 2023  
New York, NY (Remote)  
First design hire and sixth overall hire. Designed end-to-end version control products that saved controls engineers upwards 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  
Developed storyboards and wireframes for mobile onboarding. Prototyped data visualization UI that clarified musculoskeletal metrics for athletes in recovery. Created visual assets and marketing collateral for print and web.

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## Skills

Process  
End-to-end product design (UX, UI)  
Visual design  
Design systems  
Brand identity  
Responsive design  
Interaction design  
Vibe coding  
Prototyping (low/high fidelity)  
Wireframing  
User journeys, storyboarding  
Data visualization  
3D modeling, rendering

Tools  
Figma  
Zeplin  
Amplitude, Fullstory, Looker  
Lovable, Bolt, Cursor  
Adobe CC  
Webflow, Framer  
Git  
HTML, CSS  
Rhinoceros, V-Ray, Grasshopper

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## Education

Harvard University  
Graduate School of Design  
Cambridge, MA  
Master in Design Studies  
Concentration in Technology  
2020

Carnegie Mellon University  
School of Architecture  
Pittsburgh, PA  
Bachelor of Architecture  
Valedictorian  
University Honors  
College Honors  
2018