

Sinai Rhodes

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Education

Imperial College London

Oct 2022 – Jun 2027

Design Engineering (MEng)

Key Modules: Robotics 1 (83%), Computing 1 (82%), Sustainable Design Engineering (76%), Industrial Design Engineering (76%)

Dulwich College

Sept 2020 – Jun 2022

A Level: Mathematics (A*), Design and Technology (A*), Physics (A*)

Dulwich College

Sept 2015 – Mar 2020

GCSE: 10 (9-8), Mathematics (9), English Language (8)

Skills

- **Programming Languages:** Python, MATLAB (Proficient), HTML, JavaScript, Excel, CSS (Competent), C++ (Basics)
- **Software:** Adobe InDesign, Figma, Adobe Illustrator, Adobe Photoshop, Solidworks, Fusion 360, Rhino, Blender, Ansys, Procreate
- **Languages:** English (Native), French (Basic)

Work Experience

NBCUNIVERSAL (HAYU), PRODUCT MANAGEMENT INTERN

Dec 2025 – Jun 2026

- Supported end to end feature planning and delivery across Web, TV and Mobile, using user insights, data signals and competitor research to inform prioritisation and roadmap decisions.
- Worked cross functionally with product, engineering and design teams on engagement and commerce related features, contributing to improvements in transactional flows and presenting progress to senior stakeholders.

NBCUNIVERSAL (HAYU), PRODUCT DESIGN INTERN

Jun 2025 – Dec 2025

- Led UX design from problem definition through wireframes and prototypes in Figma, using moderated and unmoderated user testing to guide iteration and validate design decisions.
- Collaborated with engineers to deliver clear and consistent UI solutions that improved content discovery and usability.

MAISHA DESIGN, MACHINE LEARNING CONSULTANT

Nov 2023 – Feb 2024

- Contracted by Maisha Design, an Interior Design firm, to improve their design processes and workflow with AI and data analysis.
- Conducted user and market research and documented in a report to analyse pre-existing technology in the market to implement into the client-led design process of the firm.

Notable Projects

INTERAX

Oct 2024 – Mar 2025

- Led the UI/UX design of a biometric-enabled wearable companion app, taking the product from early wireframes to high-fidelity prototypes tailored for ADHD students.
- Translated complex biometric data (heart rate, respiratory rate, EDA) into clear, actionable visualisations that support user self-awareness and long-term focus strategies.
- Iterated designs based on user testing, expert feedback, and research into ADHD coping mechanisms, refining interactions to be non-disruptive and supportive.

CUTTLESWISH

Apr 2024 – Jun 2024

- Served as Chief Operating Officer (COO), overseeing the entire design and manufacturing process of an automatic pot stirrer, inspired by the form of a cuttlefish, to reduce physical strain for the elderly, directly improving their independence and comfort in the kitchen.
- Conducted extensive user research and iterative testing, analysing user feedback into practical design improvements, to enhance usability and user safety.
- Implemented rapid-prototyping techniques to produce functional prototypes using CAD tools (Fusion 360) and oversaw the integration of electronics hardware, creating a fully operational, ergonomic device that received overwhelmingly positive feedback from users.

Achievements

DULWICH COLLEGE CREATIVES ALUMNI PANEL

June 2023

- Handpicked as a panellist among a group of esteemed creative alumni to promote student engagement in design and art disciplines.
- Translated my practical insights from my own projects and experiences into actionable advice, empowering students to explore their creative potential and embark on their own artistic journeys.

DESIGN AND TECHNOLOGY AWARD

June 2022

- For outstanding achievement finishing with the highest attainment in my cohort with 100% in both GCSE and A level coursework.
- Recognised for delivering high-quality projects and pushing the boundaries of creativity in the field of design and technology.