JULIA WOLINSKY

PRINCIPAL UX DESIGNER

642 South Detroit Street
Los Angeles, CA 90036

Mobile: (310) 890-2862
www.juliawolinskyux.com
juliawolinsky@gmail.com

WORK EXPERIENCE

SALESFORCE
2018 - 2024

Principal UX Designer

- Defines UX strategy for the skilling & learning portfolio in Sales Cloud
- Leads experience across 5 engineering teams and 4 designers
- Shipped design from end to end over 13 Salesforce releases
- Designs innovation using AI and Einstein intelligence

SAMSUNG
2015 -2018

Senior UX Designer

- Led UX for the Spotify App on Samsung watches
- Built trusted relationships with stakeholders in Korea and Stockholm
- Designs and interactions became patterns used in 3 additional Samsung watches

BREEZE LABS
2014 - 2015

UX Designer

- Worked on designs for the setup and adoption path
- Synthesized and prioritized needs based on user research
- Wireframed and created prototypes to align on final design

EDUCATION

Babson College
2016

Master's in Business Administration

- Specialized in Strategy, Innovation and Tech Entrepreneurship
- Won the Team Entrepreneurship Pitch competition

Harvard University
2010

Master's in Education

- Focusing on Arts in Education

University of California, Los Angeles
2007

Bachelor of Arts

- Majored in Fine Arts with a focus on painting and drawing

EXPERTISE

- **Strategy**
- **Acquisitions**
- **User Research**
- **Wireframing**
- **Prototyping**