

# Julia Goldberg

Email: [juliejgoldberg@gmail.com](mailto:juliejgoldberg@gmail.com)  
Phone: (847) 414-9455  
LinkedIn: [www.linkedin.com/in/juliagoldberg1](https://www.linkedin.com/in/juliagoldberg1)  
Portfolio: [www.callmejulie.com](http://www.callmejulie.com)

---

## Professional Summary

Product designer with over a decade of experience shaping complex tools and systems across various industries and enterprise SaaS.

## Design Skills

Wireframing, Visual Design, AI, AI-Assisted Design, AI-Driven UX Research, Customer Journey Mapping & Data Flow Diagrams, Prototyping, Accessibility, Design Thinking Frameworks & Workshop Facilitation, Design Systems & Component Libraries, Cross-Functional Leadership & Stakeholder Alignment, Scrum, Kanban

## Design Tools

Figma, JIRA, Miro, Zappier, Sketch, Adobe Creative Cloud, Claude, OpenAI

## Professional Experience

### Senior Product Designer / Design Operations Manager at ThreeFlow

June 2020 - March 2025

- Scaled and mentored the design team, contributing to a 2× team expansion
- Led end-to-end design and research for an AI-enabled medical benefits platform, improving quoting efficiency by 22%
- Built AI-powered research repository, reducing redundant research requests by 20%
- Designed and launched enterprise app from zero to 220+ broker locations
- Increased Broker CSAT from 2 to 3.5
- Facilitated strategic workshops and design reviews aligning executives, product managers, and engineers on roadmap priorities

### Senior UX Designer at Gogo

September 2015 - June 2020

- Directed UX for multiple passenger-facing portals across global verticals
- Conducted user research and usability studies and translated findings into actionable design improvements
- Facilitated design sprints and ideation workshops for internal customer care tools, influencing product roadmaps and aligning stakeholders

### Experience Designer at Critical Mass

October 2012 - June 2015

- Designed enterprise-grade interfaces for clients including HP, United Airlines, and USAA, balancing business goals with intuitive user experiences
- Led UX for fintech innovation product, collaborating closely with agile client teams

### UX Designer at Manifest Digital

July 2011 - September 2012

- Designed and tested interactive prototypes for an insurance quoting tool
- Presented research-driven design recommendations to senior stakeholders

## Education

### Master of Science from DePaul University

Human Computer Interaction

### Bachelors of Art from Illinois Institute of Art

Visual Communications