GEORGIA PINAL

PRINCIPAL UX DESIGNER

LinkedIn ↗
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SKILLS

AI Tools
AI Interactions
Codex
Chat GPT
Figma
Cross-functional partner
Product thinking
Problem solving
Facilitator
Mentorship
Interaction design
Information architecture
Design Systems
Wireframes
Communication
Design thinking
Storytelling
Prototyping

EDUCATION

BA in Graphic Design

COURSES

Artificial Intelligence
Storytelling
Dashboards & Visualization
Design Thinking

ABOUT

Principal User Experience Designer with 7+ years of experience. Leading complex UX projects from concept through delivery, translating user needs and business goals into intuitive, cohesive product experiences. I partner with product management, engineering, and research to shape design direction, define interaction models, and validate solutions through prototyping and usability testing. I have led projects and AI workflow initiatives, exploring how AI can support more effective processes and user experiences. I enjoy refining design practices, contributing to visual standards, mentoring designers, and aligning stakeholders around a shared product vision.

EXPERIENCE

Principal UX Designer, Oracle. 2025 - Present

- **Strategic Partner:** Worked in product vision and various end-to-end products for Human Capital Management and currently Health space. Recently I have worked in Oncology, Pediatrics, Med Admin and Inbox experiences for Physicians and Nurses.
- **Artificial Intelligence:** Shaping AI interactions and currently working in innovation strategy using AI for Health Message Center
- **Collaborative Design:** Implemented best practices for documentation, team tracking, collaborative design and guidelines.
- **Product Value Propositions and Data-Driven Design Decisions:** Using quantitative and qualitative data analysis to achieve a compelling value proposition, leveraging insights to guide design decisions.
- **Design Teamwork:** Partnered for successful projects like Skills Manager Experience, Recruitment Activity Center and Coordinate Interviews Tool.
- **Design Systems:** Created IXD guidelines for Empty States in Oracle's award winning Redwood library, across different components and page templates

Senior User Experience Designer, Oracle. 2021 - 2025

User Experience Designer, Oracle. 2019 - 2021

UX Coach, Laboratoria. 2022 (10 months)

- Laboratoria aims to shape a more diverse, inclusive and competitive digital economy that opens opportunities for Latino woman. Started as a volunteering project for 40 hours only. Got offered a job after to mentor and coach 2 generations of 50 women each, with employment rate of 87% after completing the bootcamp.

UX Designer, Proposition. 2017 - 2018

- UX & UI design for various startup projects such as Investify: Fintech App and Alphazetta: Freelance Marketplace.
- Worked with scrum methodologies, collaborated closely with the product owner and the development team. Responsible for generating wireframes, and high fidelity prototypes. Create handoff documentation for developers to help in the correct implementation of each feature.

Lead Web Designer, Adview. 2015 - 2019