Julie Aldred Buckley

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Lead UX Designer | Product Strategist | Emerging Tech Enthusiast

UX and Product Design Leader specializing in emerging tech, enterprise systems, and cross-functional strategy. Proven success scaling design systems, mentoring teams, and delivering intuitive, high-impact solutions that improve business performance and user engagement.

Skills

Leadership & Strategy: UX Strategy, Product Leadership, Design Systems, Cross-functional Collaboration, Stakeholder Management
Design & Research: Design Thinking, Prototyping, Usability Testing, Wireframing, User Flows, Interaction Design, Human-Computer Interaction, Figma, Information Architecture
Emerging Tech: AI-Powered UX Optimization, Artificial Intelligence (AI), Virtual Reality (VR), Augmented Reality (AR) | Computer Vision
Product Management: Agile Methodologies, Lean UX, Notion, Jira, Version Control

Experience

XPO, Boston, MA   May 2018 - November 2024
Lead UX Designer: Enterprise Solutions, September 2022 - November 2024
Directed the modernization of Less-Than-Truckload system interfaces and digital twins, ensuring a seamless transition from legacy software with minimal disruption for operational employees and executive leadership.
- Unified and scaled design systems through atomic design principles, enhancing consistency, usability, and team efficiency across operational products.
- Established and led a structured UX mentorship program, advancing team capabilities in research, concept development, and business-centered design.
- Spearheaded cross-functional UX critiques, aligning design, engineering, and product teams to guide strategic improvements.

PROJECTS
Design System Consolidation
Scaling UX Consistency
- Standardized design systems and legacy assets, improving product consistency, scalability, and cross-team collaboration.
- Established optimized design library management processes, ensuring efficiency across UX, product, and development teams.

Edge Freight Management
Unified Antiquated Freight Planning and Execution Systems into a Single Platform   January 2023
- Led the design of a network-wide freight management tool, streamlining planning, execution, and coordination across Linehaul, Pickup & Delivery, and Cross Dock operations.
- Elevated user satisfaction and productivity through scalable UI standards and data-driven workflow improvements.
- Redefined Pickup & Delivery functionality, simplifying workflows with enhanced route planning functionality, dispatch accuracy, and heightened shipment detail visibility.

Paperless Delivery Receipts
Enterprise Workflow Automation Using Mobile Hardware   January 2025
- Led the strategic redesign of Pickup & Delivery handheld device workflows, driving automation of paperless receipts and e-signatures for streamlined operations and customer processing.
- Reduced administrative processing time and streamlined document validation, saving an estimated $1.2M annually.
- Advanced real-time data accuracy for drivers and customers, reducing network errors and improving information flow.
- Supported sustainability goals by transitioning to fully digital, paperless systems, minimizing environmental impact.

Lead UX Designer: Advanced Technology, January 2020 - September 2022
Pioneered immersive XR training solutions, enhancing workforce productivity, compliance, and engagement with enterprise innovation.
- Led cross-functional collaboration to integrate Lean UX methodologies into XR training, driving knowledge retention and efficiency.
- Defined product releases, version control, and device protocols, ensuring scalable and secure XR deployments.
- Provided strategic project updates for stakeholders, aligning design execution with business goals, operational processes, and deadlines.

PROJECTS
Logistics 360°
Supply Chain Technology Showcase   August 2021
- Led design strategy for a branded 360° VR experience, immersing investors and customers in supply chain innovations.
- Optimized navigation and user engagement, improving content accessibility and interaction.
- Reduced travel costs by developing immersive VR demonstrations, replacing in-person site visits with virtual showcases.

XR & AR Innovation for Safety and Efficiency Training
Driving Operational Accuracy through XR-Led Solutions
- Designed VR freight loading simulations, reducing freight damage and improving knowledge retention.
- Developed smart glasses-enabled supply chain inventory workflows, improving accuracy and cutting time-per-pick by 6 seconds.
- Established intuitive UI frameworks for XR environments, ensuring seamless navigation for new and experienced users.
- Led the direction of VR training simulations to assist in onboarding new supply chain employees, guiding users to interact with goods-to-person robotic inventory systems and operations management tools.

Senior UX Designer, January 2019 - January 2020
Redesigned user interfaces to optimize workforce efficiency and align business productivity, staffing, and resource strategies.

UX Designer, May 2018 - January 2019
Designed an inventory forecasting portal, replacing outdated workflows with streamlined, data-centered UI solutions.
- Conducted competitive analysis and research for shipment tracking interfaces, improving customer freight visibility.

MembersFirst, Inc., Wayland, MA   May 2014 - September 2017
Interactive Web Designer
Led strategic UX reviews from discovery through launch, aligning design decisions with business objectives to elevate customer engagement and marketing impact.
- Conducted structured design critiques, mentoring junior designers in UX principles and fostered a culture of collaboration and high-quality outcomes.
- Improved client satisfaction by delivering responsive, user-centered designs, enhancing brand visibility and increasing sales.

Certifications and Education

Artificial Intelligence: Implications for Business Strategy, 2025
Developed an AI-driven business proposal, applying Natural Language Processing (NLP) and Automatic Speech Recognition (ASR) to enhance decision-making in enterprise emergency dispatch systems. Assessed the technical feasibility of real-time 911 call analysis to support mental health resource deployment and improve public safety and crisis response workflows.
Massachusetts Institute of Technology | Sloan School of Management + CSAIL | Executive Leadership

Virtual and Augmented Reality, 2024
Conducted business analysis and led concept ideation using XR tools, developing strategic business plans for integrating VR/MR technologies into enterprise workflows and customer experiences.
Massachusetts Institute of Technology | CSAIL

UX Design
Focus on qualitative and quantitative research, information architecture, workflow development, and high-fidelity product prototyping.
General Assembly

Bachelor of Fine Arts (BFA): Graphic Design
Specialization in communication theory, typography, branding
University of Massachusetts Dartmouth

Bachelor of Fine Arts (BFA): Digital Media
Specialization in front-end development and 3D modeling
University of Massachusetts Dartmouth