

Julie Aldred Buckley

Lead Designer

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Lead UX & Product Designer | Workflow Modernization · Cross-Platform Design (Desktop, Mobile, AR/VR) · Training & Safety Enablement

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Professional Summary

Lead UX Designer specializing in operational workflow modernization, immersive training enablement, and cross-platform product strategy. Adept at reducing friction, improving accuracy, and accelerating frontline adoption within safety-critical operations.

Professional Experience

XPO Logistics/GXO Logistics | Lead UX Designer

2018–2024, Boston, MA

Overview

Led UX strategy and design across multiple enterprise initiatives focused on operational workflow modernization, immersive training enablement, and cross-platform system unification. Partnered with operations, engineering, and product leadership to deliver scalable solutions improving safety, efficiency, and frontline adoption across the LTL network.

Immersive VR Training — Zero Defect Method (Safety & Compliance)

- Designed and led immersive VR training simulations that modernized freight loading workflows, improving compliance with Zero Defect safety protocols and reducing costs associated with freight damage and injury claims.
- Enabled employees to safely practice complex loading maneuvers in a risk-free environment, increasing confidence and reinforcing correct techniques through repetition and real-time system feedback.
- Introduced VR-guided feedback loops and facilitated immersive simulations intended for **1,000+** employee participants, reinforcing safety-critical behaviors and standardizing best practices across shifts.

AR + Tablet Workflow Modernization — Boeing Supply Chain Pilot

- Applied Lean UX to design AR-guided and tablet-enabled workflows for Boeing's XPO-managed facility.
- Modernized kitting and picking operations by reducing friction and enabling digital validation.
- Improved cross-platform alignment between warehouse software and physical processes.

Enterprise System Unification & Design Systems Governance

- **Unified 10 operational functions** into a single enterprise product ecosystem to streamline decision-making.
- Implemented scalable design system standards and component governance to accelerate engineering velocity.
- Partnered with business and engineering leads to define UX principles and usability metrics.

Mobile Pickup & Delivery Workflows — Digital Receipt & E-Signature

- Redesigned mobile Pickup & Delivery workflows to improve real-time visibility and data accuracy.
- Created paperless digital receipts and e-signature capture, **saving ≈ \$1.2M annually** and reducing errors.
- Collaborated with legal and engineering teams to ensure compliance and seamless integration.

Mentorship & Cross-Functional Collaboration

- Led weekly UX critiques and mentored designers in interaction and interface design fundamentals.
- Partnered with engineering, business, and product teams to align initiatives and reduce delivery friction.
- Promoted a culture of continuous learning and shared ownership of outcomes.

Key Results:

- Reduced freight damage and improved safety compliance via VR training.
- **Saved \$1.2M** annually through digital receipt automation.
- Unified 10 enterprise functions into one platform.
- Accelerated engineering velocity through design system governance.
- Increased adoption across shift-based operations.

MembersFirst | Interactive Web Designer

2014–2018, Wayland, MA

- Designed and launched responsive websites for member-based organizations, including country clubs and private communities.
- Partnered with clients to translate brand guidelines and operational requirements into cohesive, accessible web experiences.
- Led iterative prototyping, testing, and collaboration with development teams to ensure usability and maintainability.
- Created reusable design templates and CSS components, expediting delivery across 50+ client sites.
- Collaborated cross-functionally with account and content teams to enhance UX consistency and reinforce brand strategy.
- Recognized for exceptional attention to detail and client communication.

Additional Experience

Freelance UX Consulting | Product Design and Strategy for Small and Growing Businesses

Ongoing, Boston Metro West, MA

- Delivered UX and product design services to small and growing businesses, focusing on usability, visual systems, and scalable workflows.
- Defined product requirements, prototyped core user flows, and implemented responsive designs to enhance customer experience and business value.

Service Industry Leadership | Bartender/Server

Ongoing, Part-Time, Boston Metro West, MA

- Strengthened empathy-driven communication, multitasking, and conflict resolution skills by engaging with 40–100 guests per shift.
- Anticipated customer needs, cultivated recurring clientele, and developed a service mindset and processes foundational to human-centered design.
- Creator of #BarPeople, a storytelling series exploring human connection and the parallels between hospitality and UX.

Certifications

MIT Sloan School of Management

2025

AI: Implications for Business Strategy

MIT xPRO

2024

Virtual Reality and Augmented Reality

General Assembly

2018, Boston, MA

User Experience Design | Full-Time Program

Education

University of Massachusetts Dartmouth / BFA

2008–2012, Dartmouth, MA

Graphic Design & Digital Media (Dual Concentration) | 3.5 GPA