

# Julie Aldred Buckley

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

Waltham, MA 02453 | 781-801-0090

[juliealdredbuckley@gmail.com](mailto:juliealdredbuckley@gmail.com) | [juliealdredbuckley.com](http://juliealdredbuckley.com) (PW: R0b0t-R0ck!) | [linkedin.com/in/juliealdredbuckley](https://linkedin.com/in/juliealdredbuckley)

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## Professional Summary

Lead UX Designer specializing in operational workflow modernization, immersive training enablement, and cross-platform product strategy, with a focus on clarity, system feedback, and adoption in safety-critical environments.

### Selected Highlights:

- **\$1.2 M** annual savings via digital receipt automation
- **1,000+** employees trained through immersive VR safety programs
- **10** operational functions unified into one enterprise product ecosystem
- Accelerated engineering velocity through design-system governance

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## Professional Experience

### Lead UX Designer — XPO Logistics / GXO Logistics | Boston, MA

2018 – 2024

Led UX strategy and design for enterprise initiatives in workflow modernization, immersive training, and system unification. Partnered with operations, engineering, and product leaders to deliver scalable, human-centered solutions improving safety, efficiency, and adoption.

#### Immersive VR Training—Zero Defect Method

- Designed and led immersive VR simulations modernizing freight-loading workflows, improving compliance with Zero Defect safety protocols, and reducing damage- and injury-related costs.
- Enabled employees to safely practice complex loading maneuvers in a risk-free environment, increasing confidence and reinforcing correct techniques through repetition and real-time feedback.
- Introduced VR-guided feedback loops and facilitated 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, reducing friction and enabling digital validation for shift-based employees.
- Improved cross-platform alignment between warehouse systems and physical workflows, enhancing accuracy and adoption.

#### VR Training Platform for Goods-to-Person Robotics

- Owned product strategy and delivery of a VR training platform enabling warehouse associates to safely and efficiently interact with goods-to-person robotic and warehouse management systems.
- Defined roadmap, MVP scope, and success metrics while aligning robotics engineering, operations, safety, and L&D teams to optimize human-robot workflows and onboarding.

## 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, accelerating development velocity and ensuring interface consistency.

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

- Redesigned mobile Pickup & Delivery workflows to improve real-time visibility and accuracy.
- Created paperless digital receipts and e-signature capture, saving  $\approx \$1.2\text{ M}$  annually and reducing operational errors.

## Mentorship & Cross-Functional Collaboration

- Led weekly UX critiques and mentored designers in interaction and interface design.
- Partnered with engineering, business, and product teams to align initiatives and elevate design maturity.

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## Interaction/Web Designer — MembersFirst | Wayland, MA

2014–2018

Designed and launched responsive websites for member-based organizations, translating brand and operational needs into cohesive, accessible digital experiences.

- Created reusable design templates and CSS components for **50+** client sites, expediting delivery.
- Collaborated with account and content teams to maintain UX consistency and brand integrity.

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## Additional Experience

### Freelance UX Consulting — Product Design and Strategy for Small and Growing Businesses | Boston Metro West, MA

Ongoing

Delivered UX and design services focusing on usability, visual systems, brand identity, and scalable workflows.

### Service Industry Leadership — Bartender/Server | Boston Metro West, MA

2009–Ongoing, Part-Time

Strengthened empathy-driven communication, multitasking, and conflict-resolution skills through customer engagement. Creator of #BarPeople, a storytelling series connecting hospitality and UX.

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## Education & Certifications

**Bachelor of Fine Arts: Graphic Design & Digital Media (Double Major)** — University of Massachusetts Dartmouth

**MIT Sloan School of Management** — AI: Implications for Business Strategy

**MIT xPRO** — Emerging Technologies and the Future of Work

**General Assembly** — User Experience Design

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## Skills & Focus Areas

Operational Workflow Design · Immersive Training (VR/XR) · AR Workflows · Human Factors · Safety-Critical UX · Cross-Platform Ecosystems (Desktop / Mobile / Immersive) · Lean UX · Design Systems Governance · Risk Reduction · Change Management