

Julie Aldred Buckley

Product & Systems Strategy | Technology Adoption | Governance | Organizational Transformation

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Professional Summary

Product leader and systems strategist with 10+ years of experience helping organizations understand, improve, and adopt complex systems. Experienced in defining product strategy, translating user and business needs into scalable solutions, leading cross-functional teams, and delivering measurable outcomes through technology adoption and operational transformation.

Selected Highlights:

- **\$1.2M** annual savings through implementation of digital receipt and e-signature systems
- Developed and supported training and operational compliance systems adopted by **1,000+ employees** across the network.
- Contributed to unifying **10 operational functions** into a single enterprise platform, improving consistency, visibility, and decision-making across the network.
- Improved system consistency and development efficiency through standardized design and implementation frameworks.

Core Areas of Expertise

- Systems Strategy & Governance
- Product Strategy & Roadmapping
- Technology Adoption & Change Management
- Operational Optimization
- AI & Emerging Technology Enablement
- Cross-Functional Leadership
- Workforce Enablement & Adoption
- Enterprise Modernization

XPO/GXO Logistics | 2018–2024 | Boston, MA

Lead UX Designer – Systems Transformation & Governance

2022 – 2024

Led enterprise modernization initiatives supporting the transition from fragmented legacy systems to a unified operational platform. Partnered with product, engineering, operations, and leadership stakeholders to define requirements, align priorities, and drive adoption across large-scale logistics operations.

- Led analysis and redesign of operational workflows across 10 business functions, helping shape a unified enterprise platform that improved visibility, consistency, and execution across the network.
- Served as a strategic bridge between operations, product, and engineering teams, translating operational realities into scalable system capabilities and implementation priorities.
- Drove modernization initiatives through field research, workflow analysis, and stakeholder engagement, translating operational challenges into product and platform improvements.

- Facilitated cross-functional workshops and working sessions to align stakeholders on business objectives, system behaviors, implementation strategies, and organizational priorities.
- Established scalable interaction frameworks and design standards, improving consistency across enterprise applications and accelerating product delivery.
- Led adoption initiatives through implementation planning, training, stakeholder engagement, and change management activities supporting successful platform rollouts.
- Mentored UX designers and contributed to design standards, critique practices, and knowledge-sharing initiatives that strengthened collaboration, consistency, and professional development across the team.

Lead UX & Product Manager – Extended Reality for Enterprise

2020 – 2022

Defined product strategy and led the development of immersive workforce training solutions to support operational excellence, employee safety, and organizational enablement across distributed logistics operations.

- Defined product vision, roadmap, and deployment strategy for enterprise XR training platforms leveraging Oculus Go, Oculus Quest, and Meta Quest technologies.
- Developed and supported immersive training systems adopted by more than 1,000 employees across the network, reinforcing safety-critical procedures and operational consistency.
- Designed immersive learning experiences, interaction models, feedback systems, and user flows that improved engagement, retention, and usability.
- Partnered with operations, engineering, safety, IT, and learning teams to align product direction, deployment strategies, and success criteria.
- Led pilot programs, hardware evaluations, user testing, rollout planning, and iterative product improvements informed by employee feedback and operational outcomes.
- Led workflow analysis and pilot validation of AR-assisted picking solutions supporting a Boeing-managed inventory program, improving picking efficiency and increasing verification accuracy by approximately 50% through streamlined inventory identification and validation workflows.
- Established success criteria and gathered employee feedback to guide iterative product improvements and inform deployment decisions.

Senior UX Designer

2019 – 2020

Led discovery, workflow modernization, and user experience initiatives supporting enterprise applications across transportation and logistics operations.

- Conducted user interviews, contextual inquiry, field observations, and workflow analysis to uncover operational challenges and identify opportunities for improvement.
- Drove modernization efforts by redesigning legacy workflows and translating complex operational processes into scalable digital experiences.
- Facilitated stakeholder workshops that aligned business objectives, operational realities, user needs, and technical constraints.
- Introduced reusable interaction frameworks and design patterns that improved consistency, accelerated delivery, and reduced duplication across products.
- Served as a bridge between operations, product, and engineering teams, translating business requirements and field insights into actionable design and development solutions.

UX Designer

2018–2019

Designed and improved enterprise applications supporting transportation, logistics, and operational decision-making.

- Gathered requirements through stakeholder interviews, field observations, and user research activities across operational environments.
 - Created workflows, wireframes, prototypes, and interaction designs used to validate concepts and communicate solutions to stakeholders and development teams.
 - Conducted usability testing and iteratively refined designs based on user feedback, workflow observations, and operational constraints.
 - Collaborated with product managers, engineers, and business stakeholders to translate operational needs into intuitive and effective digital experiences.
 - Contributed to modernization initiatives by improving usability, efficiency, clarity, and consistency across enterprise systems.
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MembersFirst | 2014–2018 | Wayland, MA

Interaction & Web Designer

Gathered client requirements and translated business and operational needs into functional web-based solutions for member-based organizations.

- Delivered 50+ client implementations by translating stakeholder requirements into structured, scalable web solutions.
 - Developed reusable templates and component frameworks to standardize delivery and improve implementation efficiency.
 - Collaborated with account, content, and development teams to ensure alignment between business needs, system functionality, and user experience.
 - Supported ongoing updates and enhancements in response to client feedback and evolving operational requirements.
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Current Professional Engagements

Lecturer — Boston University, College of Communication — Boston, MA

2026–Present, Part-Time

Teach Design Strategy & Software to undergraduate and graduate students, drawing on industry experience in product strategy, systems thinking, technology adoption, and organizational transformation.

- Develop and facilitate project-based instruction examining how people, technology, processes, organizational objectives, and constraints shape design and technology decisions.
- Guide students through strategic decision-making, systems analysis, software selection, and communication of proposed solutions.

Systems & Process Consulting — Boston Metro West, MA

2025–Present, Part-Time

Provide workflow analysis and solution design support to small and growing businesses, with a focus on improving usability, operational efficiency, and scalability.

- Conduct business process evaluations to identify inefficiencies and recommend system and workflow improvements.
- Translate client needs into structured solutions and support the implementation of digital tools and processes.
- Deliver recommendations for scalable workflows, data organization, and improvements to user interaction.

Customer Experience & Operations Specialist — Boston Metro West, MA

2009–Present, Concurrent Experience

Partner with ownership and operations teams to improve customer experience, service delivery, and operational effectiveness within high-volume hospitality environments. Apply user-centered thinking, workflow analysis, and real-time problem-solving to identify opportunities for process improvement, team enablement, and service optimization.

- Optimized menu architecture, service workflows, and operational processes to improve efficiency, consistency, and customer experience.
- Identified and implemented improvements to communication patterns, team coordination, and service delivery, enhancing operational effectiveness in fast-paced environments.
- Synthesized customer feedback, observed behaviors, and frontline insights into actionable improvements to processes and experiences.
- Trained, onboarded, and mentored team members on service standards, operational procedures, and customer engagement best practices.
- Supported adoption of new processes and service initiatives through coaching, documentation, and real-time operational guidance.
- Coordinated service execution across front- and back-of-house teams while balancing customer expectations, operational constraints, and competing priorities.

Education

Boston College Law School / Master of Legal Studies, Cybersecurity, Risk & Governance

Expected 2028

UMass Dartmouth / Bachelor of Fine Arts, Graphic Design & Digital Media (Dual Major)

Graduated 2012

Professional Education

MIT Sloan School of Management Executive Education

Artificial Intelligence: Implications for Business Strategy Certificate

Professional Activities & Recognition

- Guest Lecturer, Design Program, UMass Dartmouth (2025)