

Julia Madrigan

Senior Product Designer



EXPERIENCE

Senior Product Designer | H-E-B Enterprise

Austin, TX | 2022 – Present

- **Led end-to-end design for a facility auditing platform** that synchronized store health data with capital planning to inform multi-million dollar infrastructure investments.
- **Spearheaded a high-complexity Impact Analysis feature** for a utility billing suite to quantify ROI on energy savings through automated data ingestion.
- Directed the design of **core scheduling, shift-swapping, and bidding modules** for an enterprise scheduling app serving **100K+ employees**.
- **Designed a suite of internal infrastructure tools**, including an automated attendance tracker, a secure SSO portal for external suppliers, and a lodging reservation system for employee benefits.

Lead UI/UX Instructor | Flatiron School

Austin, TX | 2020

- **Directed the product development lifecycle** for student-led studios, managing 12-week client engagements and mentoring designers in industry-standard UX methodologies.

Sr. Visual Designer | Everly Health

Austin, TX | 2020 – 2022

- **Scaled design systems and brand architecture**; collaborated with Product teams to bridge the gap between art direction and site-wide UI implementation.

Sr. Visual Designer | Vrbo (Expedia Group)

Austin, TX • 2019 - 2020

- **Established global design systems** and delivered wireframes and high-conversion landing pages to align marketing strategy with the core product experience.

Sr. Product Designer | Dimensional Fund Advisors

Austin, TX | 2018 – 2019

- **Partnered with data science and engineering** in an agile environment to solve complex UX challenges within investment and financial sciences.
- **Translated user research into strategic enhancements**, improving the product experience for institutional and individual investors.
- **Built and scaled cross-functional component libraries** to ensure UI consistency across a suite of data-heavy financial products.

Sr. Designer | Pinterest

San Francisco, CA | 2016 – 2017

- **Partnered with 600+ brands** to design innovative platform-specific campaigns and ad products recognized by Adweek.

Lecturer | Northeastern University & Keene State College

Boston, MA and Keene, NH | 2015 – 2016

- Developed curriculum and taught Design Process Systems, Typography, and Time-based Media.

Lead Designer | Edenred

Watertown, MA | 2013 – 2016

- Directed design for admin platforms, mobile apps, and marketing sites

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Skills

Product Design
UI/UX Design
Design systems
Design Research
Discovery workshops
AI

Languages

English (native)
Spanish

EDUCATION

Boston University 09

M.F.A. in Graphic Design, 4.0 gpa
Semester abroad in London

Northeastern University 07

B.S. in Graphic Design and
Multimedia Studies with a minor
in Photography, 3.56 gpa

CERTIFICATIONS

2017 Registered yoga teacher
(RYT 200)

VOLUNTEER

2003 – 2015 Mentor at
The Big Sister Association