Julia Madrigan

Senior Product Designer



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EXPERIENCE

Senior Product Designer | H-E-B Enterprise
Austin, TX | 2022 – Present

- **Spearheading AI-Driven Root Cause Analysis (RCA):** Leading a high-stakes discovery and design initiative integrating LLMs into the facility auditing platform ("My Facility"). Leveraging human-centered scenario storytelling to translate complex maintenance operations into conversational AI workflows that automate RCA classification, guide technicians, and surface asset failure patterns to drive proactive maintenance strategies.
- **Led Enterprise Utility Impact Analysis:** Spearheaded the end-to-end product design for the Impact Analysis suite within H-E-B's utility platform ("Greensights"). Utilized first-person user storytelling to decode complex energy data, YoY visualizations, and granular bill-level adjustments, empowering a lean analyst team to validate project ROI and protect millions in long-term capital savings.
- **Scaled Core Enterprise Workforce Operations:** Directed the end-to-end design of core scheduling, shift-swapping, and bidding modules for a high-density app serving over 100,000 retail store employees, transforming chaotic frontline logistics into a streamlined, high-adoption digital experience.
- **Linked Physical Assets to Capital Strategy:** Owned the end-to-end design of the facility and asset auditing platform ("My Facility"), turning messy store health data into clear operational narratives that directly informed multi-million-dollar infrastructure investments and buy-vs.-build software decisions.
- **Delivered Cross-Functional Internal Systems:** Designed auxiliary enterprise infrastructure including an automated attendance tracker, a secure supplier SSO portal, and an employee lodging reservation system.

Lead UI/UX Instructor | Flatiron School
Austin, TX | 2020

- Directed 12-week immersive client studio engagements, mentoring designers in industry-standard UX methodologies and cross-functional execution.

Sr. Visual Designer | Everly Health
Austin, TX | 2020 – 2022

- Scaled design systems and brand architecture, collaborating directly with product teams to bridge art direction and site-wide UI implementation.

Sr. Visual Designer | Vrbo (Expedia Group)
Austin, TX • 2019 - 2020

- Established global design systems and delivered high-conversion landing pages, aligning marketing strategy with the core product experience.

Sr. Product Designer | Dimensional Fund Advisors
Austin, TX | 2018 – 2019

- Partnered with data science and engineering to solve complex UX challenges within data-heavy financial and investment products.

Sr. Designer | Pinterest
San Francisco, CA | 2016 – 2017

- Partnered with major consumer 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 foundational courses in Design Thinking and Systems, Typography, and Motion Design.

Skills

AI
Product Design
Visual Design
Design Systems
Design Research
Discovery Facilitation
Storytelling

Languages

English (native)
Spanish

EDUCATION

Boston University 09
M.F.A. in Graphic Design, 4.0 qpa
Semester abroad in London

Northeastern University 07
B.S. in Graphic Design and Multimedia Studies with a minor in Photography, 3.56 qpa

CERTIFICATIONS

2017 Registered yoga teacher (RYT 200)