# Julia Madrigan

## Senior Product Designer



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### EXPERIENCE

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

- **Spearheading Enterprise Facility Discovery & AI Strategy:** Leading a massive discovery and research initiative for the core asset and facility management platform ("My Facility"). Unraveling complex multi-stakeholder workflows across 16 user groups to drive critical buy-vs.-build architectural decisions, while laying the groundwork for future LLM-driven conversational workflows to automate Root Cause Analysis and predictive maintenance.
- **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.
- **Led Discovery for Facility Evaluation & Survey Suite:** Partnered on end-to-end discovery and journey mapping while facilitating "How Might We" workshops for "My Facility Evaluation", a platform empowering Facility Managers to assess store health and plan capital expenses. Translated complex survey-building and on-site facility inspection friction into a cohesive, scalable evaluation tool.
- **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.

**Lead Designer | Edenred**
Watertown, MA | 2013 – 2016

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

### 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)