



# JULIET MONTELEONE

UX/UI DESIGNER

"UX design transforms complexity into clarity, orchestrating a symphony of user interactions that resonate with simplicity and purpose."



## ABOUT ME

Juliet Monteleone is a seasoned senior designer with a rich portfolio, contributing her expertise to notable apps like Walmart, Walmart Grocery, Facebook, Shop Runner and more. Her diverse knowledge spans retail, ecommerce, grocery, and supply chain, reflecting a broad skill set. With a background in fine art, color, and illustration, complemented by a psychology degree, Juliet brings a unique perspective to UX design, seamlessly applying research methods to usability testing.

## CONTACT

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## SKILLS

UX/UI Design  
AI Course Certified  
iOS/Android  
Web/React Native  
B2B/B2C

## SKILLS

Wireframing  
Prototyping  
Design Systems  
Block Chain

## SKILLS

Prototyping  
Design Studios  
Internal tools  
Agile

## DESIGN PHILOSOPHY

"I embrace a philosophy centered around the customer, recognizing that the true value of a product surpasses the mere sum of its components. In my view, the most successful projects unfold when the entire team comprehends the intricacies of the customer journey and remains steadfast in meeting their needs across the entirety of their experience. My optimal work environment thrives on collaboration and cultivates a culture where creative input is not just encouraged but truly valued. Within my design strategy, I am committed to the principles of simplicity, clarity, and the reduction of friction for users, while simultaneously infusing moments of delight and fostering innovation."

## EXPERIENCE

### 01.Fedex

Sr. UX Designer (2023)  
*ShopRunner App Redesign*

### 02.AARP

Sr. UX Designer (2022-23)  
*Design Systems, Ads, Templates*

### 03.Microsoft

Sr. Product Designer (2022)  
*OneToken Blockchain*

## EXPERIENCE

### 04.Meta

IC6 Design Lead (2021-2022)  
*Jobs platform and Integrity officer*

### 05. Walmart

Sr. UX Architect (2010-2019)  
*Walmart Grocery, Fulfillment and Distribution Software*

### 06.Small Society

UX Designer (2010)  
*iOS Dev shop Agency work*

## APPROACH

*"My approach involves continuously seeking novel ways to tackle problems, all grounded in thorough research and a nuanced understanding of the intended customer.*

*I firmly believe that the most effective UX work stems not only from comprehending the customer but also from a deep understanding of both business objectives and technical capabilities. Thus, I actively engage with product and engineering teams, ensuring the delivery of intelligent and well-informed designs. A cornerstone of my design approach is the passion for uniformity, aiming to deliver a consistent yet exhilarating experience across all interactions."*

## EDUCATION

### Bachelor of Design Management

#### Art Institute 2010

*Studies in UX design, Fine art, graphic design, Animation*

### Bachelor of Sciences

#### Psychology UNLV 2008

*Phi Kappa Phi, Psi Chi, Summa Cum Laude*

## AWARDS

- *The IGD Industry Awards Winner for digital innovation, 2013(ASDA Mobile)*
- *Mumsnet, Best of 2013 (ASDA Mobile)*
- *ASDA Mobile has been awarded the Which award for best mobile network for the third year running, 2010, 2011 and 2012(ASDA Mobile)*
- *Mobile Excellence Award for Best Retail/Commerce Solution for Mobile, 2012 (Walmart Mobile)*
- *Mobile Retailer of the Year Award, 2012 (Walmart iPhone)*

## HOBBIES AND INTERESTS

Writer of Sci-Fi Fantasy novel "Dimensions", T-shirt Brand "Sique" @siqueco, Short Stories, Essays, Screen Plays, Oil Painting, Baking, French Cooking, Piano, Travel, Dance, Music, Star Trek, Philosophy, Neurobiology, Plant Studies.

## 01.Fedex

Sr. UX Designer (2023)  
*ShopRunner App Redesign*

My engagement with FedEx Logistics revolved around the re-design of the recently acquired ShopRunner App. Leveraging the synergy between ShopRunner's pre-purchase offerings and FedEx's post-purchase logistics intelligence, our aim was to empower brands and merchants to attract and engage consumers at scale through innovative online shopping experiences. Anticipating ShopRunner's consumer-centric approach and omnichannel capabilities to complement FedEx's data-driven strategy, we aimed to enhance the end-to-end e-commerce journey. Within this project, my responsibilities encompassed the creation of a comprehensive component library, as well as establishing the structural framework for the app. Collaborating closely with engineers, our focus was not only on integrating essential shopping features but also on ensuring seamless usability and enhanced shopper engagement throughout the platform

## 02.AARP

Sr. UX Designer (2022-23)  
*Design Systems, Ads, Templates*

During my tenure at AARP, my primary focus has been on implementing the new design system and instituting process improvements. Identifying significant challenges within the design department, I conducted interviews with the extended team to identify opportunities for enhancement. Through surveys and interviews, I gathered valuable insights and subsequently developed a department-wide proposal. This proposal included recommendations for improvement, along with the introduction of a new pattern library for documentation annotations and a revised wireframe format template.

## 03.Microsoft

Sr. Product Designer (2022)  
*One Token (Blockchain)*

- Created an UI on-boarding option for the OneToken application that can be leveraged for users who are unable to onboard via API or EDI connection.
- Production worthy UI front end for a OneToken customer /user.
- Standalone, generic usability that is not specific to any single use case.
- Allows users to access ALL OneToken functional APIs (prioritized based on implementation requirements).
- Standardized UI screens that offer a consistent experience for end users regardless of the functionality they are accessing.
- Building off of a limited fluent UI system I was able to create an entirely new design system with component library to be used throughout the entire application.

## 04.Meta

IC6 Design Lead (2021-2022)  
*Jobs platform and Integrity Officer*

In my role at Meta, my primary responsibilities revolved around fostering ideation and innovation within the trust and integrity domain. Additionally, I oversaw integrity office hours and trust office hours, where I reviewed and evaluate Marketplace design work from various teams to ensure alignment with policy and user privacy and safety standards. I actively contributed to the advancement of trust and integrity features within shops and the marketplace, advocating for enhancements such as ratings and reviews, review templates, internal trust score tiering, trust signals like badging, local Meetup integration, and local delivery services.

## 05. Walmart

Sr. UX Architect (2010-2020)

*Walmart Grocery, Fulfillment and*

*Distribution Software*

My role at Walmart included leading design efforts for Schaefer within the transportation team on supply chain. Schaefer is a warehouse management system (WMS). It is used in several of the Walmart fulfillment centers (FC's) around the country. The platform handles everything from receiving, decanting, picking, put-wall, packing, cycle counting and many other functions. I work closely with product managers to identify opportunities to improve efficiency and reduce friction. The results of which lead to millions of savings across the sortable network. See Portfolio for details.

Sr. UX/UI Design Lead for Watcher app. Watcher is a yard management system (YMS). It is an app designed for Jet and Walmart FC's and distribution centers (DCs). Watcher's objective is to give real-time trailer and shipment visibility, and support purchase orders. This app seeks to provide event-based back-end order of operations, multiple team insight into current state of shipments and receipts, mobilization of users to help complete their workloads, and integrate with receiving in order to allow for prioritization and monitor yard productivity.

- Conducting discovery, and initial user research.
- Compiling and analyzing research results.
- Executing designs both interaction and visual.
- Maintaining product health by running regular UX quality assurance. SR. UX/UI Architect Jet.com/ 2017-2019

Sr. UX/UI Design Lead for Watcher app. Watcher is a yard management system (YMS). It is an app designed for Jet and Walmart FC's and distribution centers (DCs). Watcher's objective is to give real-time trailer and shipment visibility, and support purchase orders. This app seeks to provide event-based back-end order of operations, multiple team insight into current state of shipments and receipts, mobilization of users to help complete their workloads, and integrate with receiving in order to allow for prioritization and monitor yard productivity.

- Lead discovery.
- Worked on the floor of FC's to understand process first-hand including office filing, receiving, sorting, staging picking and packing processes.
- Lead the team in design studios and brainstorm sessions often.
- Conducted user-testing with associates and third-party drivers. Both through in-person interviews as well as full prototype walk-through. Response time and comments were recorded and then analyzed

Walmart Grocery - lead the interaction design effort on the newly launched Walmart Grocery apps. Including an Android grocery app which was designed as a stand-alone check-in feature which was then converted to a full scale grocery experience. Took my expertise from working on ASDA to Walmart Grocery. Lead the effort to incorporate recommended changes from user research.

User Experience Design Documentation & Process Initiated the effort to improve wireframes and navigation flow documentation for engineering, QA, and design. As well as, improve ways of working with the design team.

- Conducted a deep-dive with all the teams to discuss and identify the key areas for improvement.
- Worked collaboratively with the teams to come up with an improved and efficient documentation style.
- Wireframes screens are now platform agnostic, with specifics called out in the annotations. Screens are linked to help illustrate the proper flow.
- ASDA iPad - Lead the interaction design effort and launch of ASDA Grocery's newest app. Initiated the design kick off, design studios, and helped develop a design strategy. Designed new features for iPad which include: Your orders, Find a Store, Shop/Browse, Quantity Adjustment/Quick Add, Trolley Experience, Taxonomy, and Merchandising.
- ASDA iPhone & Android I had the opportunity to bring many features to the iPhone and Android ASDA apps which include: Quick Registration, Favourites Redesign, Recurring Slots, Amend Order, Bundles, and Unavailable Items.
- Walmart iPhone Lead the interaction design on Walmart iPhone in 2012 and brought new features into the app which include: Store Mode, Shopping List, Holiday Experience, and Bundles.