

Julia Santos

UX DESIGNER

jqs1995@outlook.com
416-523-0763
linkedin.com/in/ssantosjulia/
juliasantos.im

PROFILE

My journey into UX design is fueled by a passion for crafting interfaces that not only look good but also resonate deeply with users' needs and behaviours. Transitioning from a background in sales and marketing, I bring a unique perspective to design, blending business knowledge with creative problem-solving to deliver intuitive and impactful user experiences.

SKILLS

Figma, Design Thinking, Wireframes, User Research, UX Strategy, Personas, Prototyping, User Testing, UI Design

Adobe Photoshop, Illustrator

PROJECTS

UX/UI Designer, Researcher | HighKey app

July 2024, BRAINSTATION CAPSTONE

- The double diamond method was used to navigate through the process phases. This journey not only honed my time management skills but also deepened my proficiency with essential UX tools like Figma and wireframing. Beyond the technical skills, the most significant lessons were resilience—the ability to rise after setbacks, prioritization and a bigger improvement in my communication skills.

UX Designer | Kijiji Industry project

June 2024, BRAINSTATION HACKATHON

- Collaboratively engineered an innovative industry solution within a rigorous 24-hour timeframe.
- Played a pivotal role in a multidisciplinary team, comprising software engineers, data scientists, and fellow UX designers.
- Our presentation and deliverables earned high praise from Kijiji partners, highlighting the solution's seamless integration with existing company tools and its user-friendly design for immediate implementation.

EDUCATION

BrainStation | Diploma, User Experience Design

April 2024 - July 2024, Toronto, ON

University of Franca | Graphic Design Undergraduate Diploma

2021 - 2023, Sao Paulo, Brazil

EXPERIENCE

Sales Consultant | Ainter Network

2018 -2019, Sao Paulo, Brazil

- My goal was to provide exceptional customer service to all clients, promptly and effectively responding to any concerns or inquiries.
- Executed a comprehensive marketing analysis, identifying the hospitality sector as a prime opportunity for growth, which paved the way for a 30% revenue increase in that vertical.

E-commerce Manager | Self-Employed

2012 - 2018, Rio de Janeiro, Brazil

- Managed online retail operations, leading to a 20% increase in customer engagement through the development of digital content and strategic marketing campaigns.
- Enhanced the online shopping experience, which reduced the return rate to 10%, indicative of strong customer relationships and seamless coordination with logistics partners