Julia Sim

Product designer driven by an oh-so-curious mind and an ever-empathetic heart.

See more www.juliasimm.github.io
Say hello juliasim.work@gmail.com

Experience

UX/UI Design Intern | WSIB Innovation Lab

May - August 2021

Spearheaded the design of a dynamic toolkit to equip mental health practitioners when delivering services remotely.

Performed job shadowing, user interviews, and testing to uncover the needs of Ontario businesses during the premium payment journey.

Product Design Intern | LCBOnext Lab

September - December 2020

Scoped, designed, and shipped LBT- a web portal, powering in-house label printing for over 450 LCBO stores, saving staff 15% of their time updating product labels.

Collaborated on the restoration of LCBO's On Demand Delivery System with SkipTheDishes by leading research and streamlining the UX workflow.

Product Design Intern | OANDA

January - April 2020

Led the redesign of a currency converter used by over 10M users each year.

Launched a design system to ensure a seamless design-development workflow between teams across the globe.

Product Designer | UW Blueprint

January 2021 - Present

Working alongside a multidisciplinary team of over 100 students to build digital solutions for non-profit organizations.

Designing an interactive module builder for a platform that supports men in their fight against depression.

Toolbox

Figma	Framer X
Sketch	Lightroom
Invision	HTML/CSS
Adobe CC	React JS

Methods

User testing	Design systems
Visual design	Market research
User research	Product thinking
Design handoff	Interaction design

Education

System Design Engineering

University of Waterloo
BASc, 2024

Parsons Corp. Scholarship	$10,000
KCPC Scholarship	$3,000
Scholarship of Distinction	$2,000
Dean's Honour List	4.0 GPA

Projects

Clubhouse

uXperience Hackathon Winner

An after school club platform for students to interact with like-minded peers.

Bin Buddies

BostonHacks Winner

A photo recognition app guiding communities to properly dispose and recycle their waste.