julia
sim

www.juliasim.me

juliasim.work@gmail.com

skills

Tools

Figma
Sketch
Invision
Framer X
Adobe Illustrator
Adobe Lightroom
Adobe Photoshop

Process

Visual Design
Market Research
Product Strategy
Interaction Design
User Research + Testing

Development

HTML/CSS
React
Zeplin

school

System Design Engineering

University of Waterloo
BASc, 2024

Parsons Corporation Scholarship - $4,700

President's Scholarship of Distinction - $2,000

interests

Illustrating
Dancing
Writing

experience

Product Design Intern | LCBOnext Lab
sep-dec 2020

Scoped, designed, and validated LCO Bin Tag, a portal that manages upcoming price updates and powers in-house label printing for 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.

Orchestrated user personas, stories, and journey maps through user testing and interviews to guide and validate design decisions.

Product Design Intern | OANDA
jan-apr 2020

Led the redesign of Currency Converter, OANDA's top performing business solution product, to enrich the flow for it's diverse demographic, ranging from major corporations and auditing firms to travel enthusiasts.

Launched a design system to ensure a seamless design-development workflow and consistency between international teams.

Design Lead | Evolution Dance Studio
jun-aug 2019

Established a cohesive brand identity through a website overhaul, resulting in a 40% growth in tuition sales and a significant advancement in business roadmap goals.

Iterated wireframes, UI specifications, and high-fidelity prototypes based on accessibility guidelines and stakeholder feedback.

community

Product Designer | UW Blueprint
jan 2020-present

Designing alongside a multidisciplinary team of students to build digital solutions for local and international non-profit organizations.

projects

Clubhouse | First Place @ uXperience Hackathon

A privacy-conscious online platform for students to interact with like-minded peers in an after-school club setting supervised by teachers.

Nolongertheirs | Passion Project

Leveraging the ever-growing scale of the secondhand market to push towards low waste, sustainable shopping with web design and ecommerce.

Bin Buddies | Honourable Mention @ Boston Hacks

A photo recognition app powered by Google Cloud Vision API that guides users to properly dispose and recycle their waste in their communities.