Julia Sim

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

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

Experience

Webveloper
Product Design Intern
Jan - Apr 2022

Identified scope, crafted user flows, designed high-fidelity prototypes, and conducted user testing to ship a social media management app, increasing engagement metrics **two fold** across **5000+** small business social accounts.

Remodeled how customers handle website domain launching. What used to be a frustrating call with customer support is now a digital portal that expedites this process by **40%**.

Wonsulting
Product Designer
Mar 2022 - Present

Orchestrated the research, design, and testing of an AI powered resume and networking tool to reimagine the job search process for **100K+** users with an action rate of **95%**.

UW Blueprint
Product Design Lead
Jan - Aug 2021

Led a cross functional team of 15 and facilitated stakeholder communication to build an interactive crisis toolkit that provides mental health education and support for men.

WSIB Innovation Lab
UX/UI Design Intern
May - Aug 2021

Performed job shadowing, user interviews, and test sessions to discover and resolve pain points for **324,000** businesses during their insurance claim and payment process.

LCBO Innovation Lab
UX/UI Design Intern
Sept - Dec 2020

Scoped, designed, and shipped a web portal to automate a 30 year old supply chain process increasing efficiency by **200%** across **450+** stores.

OANDA
UX/UI Design Intern
Sept - Dec 2020

Spearheaded the redesign of a currency conversion tool for over **10M+** users to improve UX while driving new business goals.

Education

University of Waterloo
Systems Design Engineering
BASc 2024
Dean's Honour List (4.0 GPA)
Charles III University of Madrid (Fall 2022)

Additionally

uXperience Hackathon Winner
BostonHacks Winner
Parsons Corp. Scholarship Winner
KCPC Scholarship Winner

Skills

Figma, Sketch, Adobe CC, Framer, Principle, HTML/CSS, React
Interaction design, systems thinking, design systems, product thinking