

Julia Sim

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

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

Experience

UX/UI Design Intern | WSIB Innovation Lab

May - August 2021

Performed **20+** job shadowing, user interview, and usability testing sessions to uncover the needs of **324,000** Ontario businesses during their premium payment journey.

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

Product Design Intern | LCBOnext Lab

September - December 2020

Scoped, designed, and shipped a web portal that facilitates in-house label printing impacting **450+** stores and reducing the time spent on updating labels by **15%**.

Led UX research and ecommerce strategy to restore LCBO's Delivery System with SkipTheDishes.

Product Design Intern | OANDA

January - April 2020

Led the redesign of a currency converter with **10M+** users each year to improve UX while meeting new business goals.

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

Community

Product Designer | UW Blueprint

January 2021 - Present

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

Web Designer | Evolution Dance Studio

June - August 2019

Established a cohesive brand identity through a website overhaul, resulting in a 40% growth in tuition sales.

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

Systems 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.