

JULIA SIM

• Systems Design Engineering • University of Waterloo

✉ julia.sim@uwaterloo.ca

☎ (647) 967 1260

SKILLS

- Graphic design
- Branding and advertisement
- User interview, research and road-mapping
- Initiator and self-starter mindset

TOOLS

- C++
- SolidWorks
- Adobe Creative Suite
- Sketch
- Figma
- InVision
- Webflow
- Keyhole

EXPERIENCE

Digital Marketing Designer | *Midnight Sun Solar Race Car Design Team* 09/2019 to Present

- Conducted user research and interviews to construct branding concepts and visual roadmaps.
- Reached over 5,000 University of Waterloo engineers and increased team meeting attendance by 25% by designing marketing packages and banners using Adobe Illustrator and Photoshop.
- Established contacts for sponsorship and organized expenses in collaboration with other sectors of the business team.

Co-founder | *AJ Wardrobe* 09/2017 to 12/2019

- Purchased, redesigned, and resold over 100 pieces of second-hand vintage clothing pieces via Instagram (@a.j.wardrobe) resulting in a 55% profit margin.
- Promoted re-purposed fashion to advocate for environmentally and economically sustainable values in the clothing industry.
- Utilized business analytic tools such as Instagram Insights, Union Metrics, and Keyhole to track and strategize upon engagement and follower growth rates, inventory flow and website referral traffic.

Dance Council President | *Westmount Collegiate Institute* 09/2017 to 06/2019

- Increased freshman audition rates by 75% by initiating fundraising events, ticket sales, auditions, field trips and arts banquets to create publicity and gather funding for the Dance Program at W.C.I.

Camp Director | *Evolution Dance Studio* 07/2018 to 08/2019

- Established a 40% growth in registration sales by engaging in the construction and regulation of a one month promotional project via social networking and website design.

VOLUNTEERING

Event Coordinator & Head of Fundraising 03/2014 to 08/2019

- Organized summer programs at five reserves across Canada for five years for children residing in First Nations Reserves to boost youth morale and reduce youth suicide rates.
- Raised \$50,000 by initiating and coordinating bake sales, used clothing sales and collected book donations to construct a library at Sagamok Anishnawbek First Nations Reserve.

INTERESTS

Competitive Dancer 08/2009 to Present

- Managed time effectively by training 15-20 hours every week and obtaining five national titles, while maintaining a 96%+ average.
- Received training in ballet, hip hop, acrobatics, jazz, and contemporary at Evolution Dance Studio, Westmount Collegiate Institute, and the University of Waterloo Competitive Dance Team.