

# julia sim

juliasim.com

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• Systems Design Engineering • University of Waterloo

## skills

- User Research
- Information Architecture
- Data Visualization
- Self-starter mindset

## design

- Figma
- Sketch
- Framer X
- Invision
- Adobe Creative Suite
- UserTesting
- Amplitude
- Zeplin

## development

- HTML/CSS
- React JS
- C++
- JQuery

## work

### Product Design Intern | OANDA

1/2020 to 4/2020

- Redesigned a business solutions product, OANDA's Currency Calculator, reaching over (number) users. Obtained insights through Amplitude, designed wireframes and interactive prototypes using Framer X and conducted multiple user sessions with UserTesting.
- Collaborated with a team of designers and developers to kick-start a design system residing in Framer X to reinforce a seamless design-development workflow.

### Co-founder | AJ Wardrobe

9/2017 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.
- Utilized business analytic tools such as Instagram Insights, Union Metrics, and Keyhole to analyze engagement, churn, growth rates, inventory flow and website referral traffic.

### Website Designer | Evolution Dance Studio

6/2019 to 8/2019

- Rebranded a dance studio by creating and implementing a style guide that established a cohesive new voice and vision.
- Established a 40% growth in registration sales through a complete website overhaul by redesigning user interface, reconstructing information architecture and introducing new web features

## not work

### Midnight Sun Solar Car Race Design Team

9/2019 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 poster and banners using Figma and Adobe Illustrator.

### Sagamok Anishnawbek Reserve Fundraiser

3/2014 to 8/2019

- 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 \$50K by initiating and coordinating bake sales, used clothing sales and collected book donations to construct a library at Sagamok Anishnawbek First Nations Reserve.

### Competitive Dancer

9/2009 to 8/2019

- Trained 15-20 hours per week in various dance disciplines obtaining five national titles.