



**julia  
sim**

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## skills

### tools

Figma  
Sketch  
Invision  
Framer X  
Lightroom  
Adobe Illustrator  
Adobe Photoshop

### process

visual design  
market research  
product strategy  
interaction design  
user research + testing

### development

HTML/CSS  
React JS  
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

sept-dec 2020

scoped, designed, and validated LBT- a web app portal, managing real-time and upcoming price updates and powering in-house label printing for over 450 LCBO stores, saving staff 15% of their time updating product labels

collaborated on the restoration 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-april 2020

led the redesign of Currency Converter- OANDA's top performing business solution product, to enrich the flow for all user groups, including major corporations, tax authorities, auditing firms, day traders, and travellers

launched a design system with a team of designers, product managers, and engineers to support a seamless design-development workflow

### Design Lead | Evolution Dance Studio

june-aug 2019

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

prepared wireframes, UI specifications, and high-fidelity prototypes while directing focus on accessibility guidelines and stakeholder feedback during iterations

### 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 winner @ 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 guiding users to properly dispose and recycle their waste in their communities