

# JULIE MATSON

## UX DESIGNER

juliematson@gmail.com  
514-649-7791  
linkedin.com/in/juliematson  
juliematson.com

### EXPERIENCE

#### Business/Digital Communications Manager | Vegan Canteen

MAR 2017 - DEC 2020, VANCOUVER, BC

- Handled all aspects of business development and practice, including accounting, production schedule, promotion, marketing, communication and web design
- Conceptualized brand development, brand strategy and design standards in response to marketing trends and reports
- Used Shopify backend to track inventory, analyze trends and make forward-thinking business and marketing plans

#### Entrepreneur/Business Owner | Salon Identité

AUG 2010 - OCT 2019, MONTREAL, QC

- Owned and managed daily operations of a beauty business, including financials, supervising employees and providing onsite training and continuing education to staff
- Increased annual profit by 30% through effective client retention management
- Collaborated and led staff to maximize customer satisfaction, streamline procedures and improve bottom-line profitability

#### International Educator & Brand Manager | Lakmé Cosmetics

MAY 2005 - DEC 2011, BARCELONA, CT

- Identified, developed and evaluated marketing strategies based on knowledge of company objectives and market trends
- Trained new technical trainers to ensure consistency in customer service and quality
- Presented current promotions and trends to the public at events, seminars and tradeshow

### EDUCATION

#### BrainStation | Diploma Candidate, User Experience Design

JAN 2021 - MAR 2021, ONLINE

#### Concordia University | Bachelors in English - Creative Writing, Minor Electroacoustics

SEPT 2015 - APR 2019, MONTREAL, QC

- Concordia Electroacoustics Students Association Member
- Eric Award in Electroacoustic Studies Recipient
- Heather and Erin Walker Humanitarian Award Recipient
- Published works in several academic journals - available on request

### PROJECTS

#### Letr: Stay in Touch | Lead Designer

Jan 2021 - Mar 2021 BrainStation

Designed a Contacts Management App using Figma, InVision and Illustrator. This included Problem Space Refinement, Research, User Testing, Lo-Fi Sketching & Wireframing and Hi-Fi Iteration and Presentation.

### SKILLS

Figma, Sketch, InVision, Adobe Creative Suite, Ableton Live, Google Analytics, Google Certification in Digital Marketing

### PROFILE

I am an organized creative thinker with a keen eye for detail. My natural career pivot to UX Design builds on my relationship-building skillset. I believe in human-centred design thinking and am driven by the motivation of helping people through better digital design.