

# JULIE MATSON

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## Websites, Portfolios, Profiles

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- [juliematson.com](http://juliematson.com)
- [linkedin.com/in/juliematson/](https://linkedin.com/in/juliematson/)

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## Summary

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I am an organized creative thinker with a keen eye for detail. My natural career pivot to UX & Product Design builds on my strong design skillset and my relationship-building mindset. I strive to create viable and meaningful solutions for people to help ease their digital interactions.

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## Skills

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- Design skills
- Customer empathy
- Detail-oriented
- Critical thinking
- Forecasting and planning
- Google Certification in the Fundamentals of Digital Marketing
- Superb communication & presentation skills
- Strategic decision making
- Brand management
- Project management
- Fluent in English, Proficient in French
- Proficient in Figma, Sketch, InVision, Adobe Creative Suite, Microsoft Office, Google Docs, Ableton Live

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## Experience

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### **Product & UI Designer** | ASC Creative - Vancouver, BC | 04/2021 - Current

- Created landing pages, dashboards and web applications using Figma, Adobe XD, Adobe Photoshop, and Sketch for Wordpress CMS.
- Participated in pre-project analysis and technical assessments to develop user-friendly interface and correct functionality to meet business objectives.
- Translated concepts into user flows, wireframes, mockups and prototypes to promote positive intuitive designs, site interactions and user experiences.
- Directed design, writing and production of page content to fulfill project demands and satisfy customer needs.

### **Business Manager/Digital Communications Manager** | Vegan Canteen - Vancouver, BC | 03/2017 - 12/2020

- Defined business protocols and practices for a specialty food company
- Used Shopify backend to track inventory, analyze trends and make forward-thinking business and marketing plans
- 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
- Executed updated marketing plans to increase branding exposure, customer traffic and sales via social media platforms and newsletters

### **Small Business Manager & Entrepreneur** | Salon Identité, QC. - Montreal, QC | 10/2009 - 09/2019

- Owned and managed daily operations of a beauty business, including financials, supervising employees and providing onsite training and continuing education to staff

- Designed detailed business plans to outline finances, goals, and operations of the company
- Collaborated with staff to maximize customer satisfaction, streamline procedures and improve bottom-line profitability
- Increased annual profit by 30% through effective client retention management
- Provided training and product support for other members of the team
- Recognized as one of the top 10 salons in Montreal for 9 consecutive years

**Director** | CSBC - Concordia Student Broadcasting Corporation - Montreal, Québec | 05/2012 - 05/2018

- Provided organizational leadership by coordinating and reporting on the organization's financial and budgetary activities to fund operations, directed human resources activity, partnership outreach, information management, internal communication strategies, strategic direction and research to better the organization
- Created a governance committee to implement new policies, procedures, guidance and legislation
- Chaired AGMs, board meetings, strategic planning retreats, communications directives and internal mediation sessions
- Led employee performance reviews and discussed improvement strategies with each team member

**International Educator & Brand Manager** | Lakmé Cosmetics - Barcelona, CT | 05/2005 - 12/2011

- Worked with distributors internationally to assess their needs and requirements to promote, market and educate key trainer in their areas
- Efficiently analyzed learning needs of departments to set realistic goals
- Designed and created marketing collateral for sales meetings, trade shows and company executives
- Presented on current promotions to the public at events and tradeshow

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## Education and Training

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BrainStation | Online | 03/2021

**Diploma:** UX Design

Concordia University | Montréal, QC | 04/2019

**Bachelor of Arts:** English And Music

- Major in English - Creative Writing, Minor in Music - Electroacoustics
- 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

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## Extracurricular Interests

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- **Musician and Media Artist** with experience playing concerts, exhibitions and festivals in North America
- **Advisory Committee Member**, Rise Community Health Care 05/2021 - Present
- **Board Member**, CEC - Canadian Electroacoustic Community 09/2018 – Present
- **Volunteer Hairdresser**, Montreal QC, Vancouver BC Providing services at shelters and transitional homes
- **Workshop Facilitator**, Rock Camp for Girls Montreal QC 06/2011 - 07/2018 Facilitated various workshops, including DIY music-making, DJ skills, Radio Production, Personal Style Development, Music History
- **Volunteer Producer and Host, Fundraising Coordinator** CJLO Community Radio, Montreal QC 10/2009 - 04/2018 Hosted and produced a weekly radio show showcasing a range of queer and underrepresented musicians. Held the role of fundraising coordinator for the radio station for 2 seasons. Major funding initiatives were done through event-planning, donor outreach and sponsorship
- **Volunteer**, Fauna Foundation Chimpanzee Sanctuary Montreal QC 10/2015 – 12/2017 Various tasks including making chimpanzee enrichment materials, gardening and donor services