

# JULIE MATSON

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## Websites, Portfolios, Profiles

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- [juliematson.com](http://juliematson.com)
- [linkedin.com/in/juliematson/](https://www.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 Digital Design and User Experience builds on my strong visual design skillset and my relationship-building mindset. I'm also well-versed with Digital Marketing, Brand Identity and have good research, data analysis and organizational skills.

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## Skills

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- Design skills
- Strong research skills
- Customer empathy
- Detail-oriented
- 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 CC, 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, research and technical assessments to develop user-friendly interfaces and correct functionality to meet business objectives.
- Translated concepts into user flows, wireframes, mockups and prototypes to promote positive accessible intuitive designs, site interactions and user experiences.
- Directed design, writing and production of content to fulfill project demands across all stages from research, concept and design development through final testing and optimization.

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

- Executed updated in-house digital strategy and marketing plans to increase branding exposure, customer traffic and sales via social media platforms and newsletters
- Used Shopify backend to track inventory, analyze trends and make forward-thinking business and marketing plans
- Conceptualized brand development, brand strategy and design standards in response to marketing trends and reports
- Wrote and edited campaigns to deliver on strategies and meet project objectives
- Tracked and analyzed social media and online marketing initiatives

**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

**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