

# Julia Santos

## UX DESIGNER

jqs1995@outlook.com  
linkedin.com/in/ssantosjulia/  
juliasantos.im

## PROFILE

My journey into UX design is fueled by a passion for crafting interfaces that not only look good but also resonate deeply with users' needs and behaviours. Transitioning from a background in sales and marketing, I bring a unique perspective to design, blending business knowledge with creative problem-solving to deliver intuitive and impactful user experiences.

## SKILLS

UX Design, UI Design,  
User Research, Information  
Architecture, Wireframing,  
Prototyping, Usability Testing,  
Figma

Adobe Photoshop, Illustrator,

## PROJECTS

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### UX/UI Designer, Researcher | [HighKey app](#)

July 2024, BRAINSTATION CAPSTONE

- I have gained hands-on experience with the end-to-end design process, including UX Research, data analysis, wireframing, UI Design, Prototyping and usability testing.

### UX Designer | Kijiji Industry project

June 2024, BRAINSTATION HACKATHON

- Collaboratively engineered an innovative industry solution within a rigorous 24-hour timeframe.
- Played a pivotal role in a multidisciplinary team, comprising software engineers, data scientists, and fellow UX designers.
- Our presentation and deliverables earned high praise from Kijiji partners, highlighting the solution's seamless integration with existing company tools and its user-friendly design for immediate implementation.

## EDUCATION

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### BrainStation | Certificate, Product Management

Toronto, ON | September 2024 - Present

### BrainStation | Diploma, User Experience Design

April 2024 - July 2024, Toronto, ON

### University of Franca | Graphic Design Undergraduate Diploma

2021 - 2023, Sao Paulo, Brazil

### Federal University of the State of Rio de Janeiro | Bachelor's degree, Environmental Science (Incomplete)

Jan 2017 - December 2017, Rio de Janeiro, Brazil

### Estacio | Bachelor of Technology - BTech, Environmental Engineering Technology

Jan 2014 - December 2015, Rio de Janeiro, Brazil

## EXPERIENCE

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### Graphic Designer, Freelancer

Toronto, Canada | Jan 2021- Present

### Cleaner, Freelancer

Toronto, Canada | Oct 2019 - Jan 2021

### Sales Consultant, Full-Time

Ainter Network - Sao Paulo, Brazil | 2018- 2019

### E-commerce Manager, Self-Employed

Rio de Janeiro, Brazil | 2012- 2018

### Prefeitura Municipal de Sapucaia, Environmental technician intern

Rio de Janeiro, Brazil | July 2015- Dec 2015