

AURORA MCGAUGHEY

DESIGN STRATEGIST | UX & DIGITAL EXPERIENCE

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SUMMARY

Design Strategist and multidisciplinary designer with 8 years of experience translating business goals and user needs into clear digital strategies and customer-centered experiences. Proven at leading discovery, synthesizing qualitative and quantitative research, aligning cross-functional stakeholders, and communicating complex problem spaces through compelling narratives and actionable design artifacts.

WORK EXPERIENCE

BOOK COVER DESIGNER

Freelance

Remote

2023 - Present

- Lead discovery with authors and publishers to clarify goals, audience segments, positioning, and success criteria.
- Translate market and user research into strategic creative concepts balancing business objectives and reader expectations.
- Present concept directions and guide stakeholders through trade-offs and user impact to support decisions.

DIGITAL COORDINATOR (Contract)

Tiny Homes in Canada

Remote

2023 - 2024

- Owned structure of digital listings and content layouts to improve usability, accessibility, and customer comprehension.
- Designed standardized templates and workflows, improving cross-platform consistency and reducing publishing time.
- Acted as liaison between business stakeholders and technical contributors to translate operational needs into digital solutions.

UX RESEARCHER

Integrative Conservation Clinic

Brantford, ON

2022 - 2023

- Led discovery and research planning for early-stage digital initiatives, defining objectives, user segments, and success metrics.
- Conducted usability testing and interviews; synthesized insights into personas, journey maps, and design principles.
- Facilitated stakeholder reviews to align teams on problem definition and strategic direction.
- Coordinated beta programs to increase user engagement and quality of feedback.
- Awarded 1st Place – Scotiabank Capstone Pitch Project for strategic thinking and executive-level presentation.

GRAPHIC DESIGN INTERN

Geotab Inc.

Oakville, ON

2021 - 2022

- Collaborated with product, marketing, and engineering teams on user-centered digital assets for enterprise software.
- Supported A/B testing and data interpretation to inform design recommendations.
- Contributed prototypes and components aligned with design system standards.

CORE COMPETENCIES

Discovery & problem framing

Stakeholder facilitation & alignment

User research & insight synthesis

Personas, journey mapping, JTBD framing

Strategic storytelling & presentations

Systems thinking across digital ecosystems

Cross-functional collaboration (design, product, marketing, engineering)

Agile workflows & iterative delivery

EDUCATION

WILFRID LAURIER UNIVERSITY

B.Des UX Design

- Leadership Minor and Co-op Option

SHERIDAN COLLEGE

Advanced Diploma in Graphic Design