

# AURORA MCGAUGHEY

## MULTIDISCIPLINARY DESIGNER

### CONTACT

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auroramcgaughey.com

### EDUCATION

WILFRID LAURIER UNIVERSITY

B.Des UX Design 2018-2023

- Leadership Minor and Co-op Option
- Recipient of the 2020-21 Scotiabank UXD Scholarship

SHERIDAN COLLEGE

Diploma in Graphic Design 2013-2016

### SKILLS

Experience with different prototyping softwares, as well as creating paper prototypes. I have the ability to create various wireframes at all fidelities. I love working in teams to compile user data and make design decisions accordingly.

Familiar Tools:

- Figma
- Adobe XD
- Photoshop
- Illustrator
- InDesign
- Premiere Pro
- ChatGPT
- Other AI tools
- Quick to learn new tools

### WORK EXPERIENCE

FREELANCE  
Designer

Remote  
2016 - Present

- Develop and present creative concepts to clients, incorporating feedback effectively.
- Manage multiple projects simultaneously, ensuring timely delivery and quality standards.
- Conduct user research to inform design decisions and improve user experience.

WESTERN UNIVERSITY  
Caretaker

London, ON  
2023 - Present

- Assessed and conducted cleaning/maintenance activities in order to provide a clean, safe and professionally maintained University facility under the direction of the Lead Caretaker or Building Manager.

GEOTAB INC  
Design Intern

Oakville, ON  
2021 - 2022

- Formulated data-driven social media campaign approaches
- Aligned a team of creators around showcasing brand identity
- Designed graphics for websites and marketing collateral
- Facilitated A/B tests to optimize audience engagement

SVS GREENHOUSES LTD.  
Administrative Assistant

Brantford, ON  
2018 - 2021

- Spearheaded digitizing general office administrative forms; created database of weekly orders and invoice tracking in Microsoft Excel
- Created health and safety manual as well as facilitated CFIA major pest training program for staff
- Maintained a 99% accuracy rate in digital recordkeeping, guaranteeing that documentation is accessible.

### PROJECT EXPERIENCE

INTEGRATIVE CONSERVATION CLINIC  
UX Researcher and Design Lead

Brantford, ON  
2022 - 2023

- Streamlined Beta program user coordination and execution
- Perform thorough research, user testing, and analysis to acquire insights into user behaviors, preferences, and pain points
- Communicate complex ideas, goals, and problems in a way that is accessible to anyone
- First place Scotiabank's Capstone Pitch Project award