

# Andreea McKague

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## Summary of Qualifications

- UX designer combining coding and business strategy, completed 4 UX projects (2 award-winning team projects).
- Proficient user researcher and analytical thinker, experience conducting user interviews and facilitating usability testing.
- Adept communicator and strong interpersonal skills, pitching award-winning designs to 5+ judges and 100+ students.
- Effective project manager and team leader with experience leading cross-functional teams.
- Experience in programming, web development, and web design (Figma, Python, Java, SQL, and HTML/CSS).

## Experience

### Vice President

Digital Arts Society | Sep 2024 - Present

- Spearheaded "Project Student Access" to address food insecurity for 500+ students, launching a local discount program and designing visual prototypes for storefront signage for university partners.
- Developed two term-long action plans leading two executive teams through setting goals, progress tracking, and milestone interviews.
- Mentored five coordinators providing feedback and support fostering outreach proposals tailored to Digital Arts students.

### UX Design Co-Lead

Rogers Communications | Jan 2025

- Led and collaborated with a 5-person team of UX and product designers to a first-place win in a design competition of 100+ students.
- Developed brand strategy, user flows, and 6-screen Figma prototype.
- Synthesized user persona and user research in a design thinking framework to bridge a 98% Rogers' "Beyond the Seats" awareness gap.

### Creative Director (Volunteer)

E.V.E. | Sep 2021 – June 2023

- Scaled social media brand presence by 228% through a refined rebrand and multi-platform marketing strategy tailored to Gen Z.
- Delivered graphics, visual assets, and brand templates in Adobe Suite, enhancing internal efficiency and design consistency.
- Co-produced an interview video spotlighting changemakers.

### Coach

Futures Gymnastics Centres | June 2019 – Aug 2023

- Designed and executed lesson plans for 220+ youth athletes and adapted to support diverse learning levels across 30 class cohorts.
- Problem-solved in a high-pressure, fast-paced environment.
- Commended by the supervisor for empathetic communication with students and parents, ensuring client satisfaction.

## Education

### University of Waterloo

B.A. in Global Business and Digital Arts,  
with Computing minor |  
Sep 2023 - Present (3A)

- User Experience Design and Research
- Service Design
- Management Information Systems

## Skills

### Tools

Figma, FigJam, Illustrator, Photoshop,  
InDesign, Premiere Pro, HTML, CSS, Java,  
Python, SQL, Macros

### Design

User Experience, Interaction Design,  
Prototyping, Visual Design, Motion Design,  
Storyboarding, Wireframing, Mock-ups

### Research

User Interviews, Usability Testing,  
Information Architecture, User Journey  
Mapping, Design Strategy, Brand Strategy

### Other

Microsoft Office, French, Spanish (Tutor)

## Awards

Rogers UX Designathon  
Award Winner | Jan 2025

SunLife UX Designathon  
Honorable Mention | Nov 2024