

CLARA MCAULEY

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EXPERIENCE & LEADERSHIP

INPHARMD

August 2024 - Present

Lead Designer

- Increase company exposure to target market through drug information content creation
- Encourage new user registration through marketing materials at nation-wide pharmacy conferences
- Minimize confusion of clients when consuming drug information by designing clear communication methods for all company services
- Keep brand and marketing goals updated to maintain an advantage over competitors
- Oversee 10+ design projects simultaneously in a fast-paced, startup environment

MOLECULAR EVOLUTION CORE LABORATORY

October 2021 - May 2024

Lead Student Designer

- Designed and prototyped shipping cartons and sample containers for DNA and flu test kits, balancing functionality, manufacturability, and cost ([project linked here](#))
- Led a team of 3 to implement small-scale in-house packaging production
- Aided in the founding and growth of the TipCycle initiative, reduced over 5 tons of plastic waste created by laboratories and sharing awareness of sustainability efforts within labs
- Formed 4 new initiatives, increased lab funding due to innovative projects
- Trained 5 young professionals on basic design thinking, prototyping, and need-finding
- Prototyped 3 laboratory websites, increased orders with an intuitive process
- Worked on 7 teams with students of all different specialties
- Produced all laboratory content for advertisements and meetings with Georgia Tech stakeholders
- Photographed products, employee headshots, and workflow processes for laboratory use.

RESCUE PAWS GT

August 2020 - May 2024

President, Founding Member

- Launched and led a student organization focused on animal rescue and community outreach
- Oversaw all creative assets including redesigned club logo and event graphics for digital and print promotion
- Led a 10-person committee to manage social media, increasing campus engagement and follower count
- Built and managed a semesterly calendar of events, including collaborations with 3 other campus groups
- Directed volunteer efforts with the Fulton County Animal Shelter and foster outreach campaigns

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY

August 2020 - May 2024

GPA: 3.61/4.0, Highest Honors

Bachelor of Science in Industrial Design, Certificate in Marketing

SKILLS

DESIGN TOOLS/SOFTWARES

ArtiosCAD, SolidWorks, AutoCAD, Fusion360, Blender, Adobe Photoshop, Adobe Lightroom, Adobe Illustrator, Adobe InDesign, Adobe Premier Pro, Final Cut Pro, Procreate, Figma, Sketch

CORE STRENGTHS

3D Prototyping, Rapid Iteration, Packaging Design, Cross-functional Collaboration, Human-Centered Design, Need-Finding, Adaptability, Leadership, Strategic Thinking, Workflow Design, User Research, Photography