

CLARA MCAULEY

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EXPERIENCE & LEADERSHIP

INPHARM D

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 our content through 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

- Aided in the founding and growth of the TipCycle initiative, reduced over 5 tons of plastic waste created by laboratories
- Formed 4 new initiatives, increased lab funding due to innovative projects
- Increased the availability DNA and RNA sequencing for local laboratories
- Designed and executed a temperature controlled drop-box process for live DNA samples
- Created a box for shipping flu test kits for mail-in order, led a team of 3 to implement small-scale in-house manufacturing
- 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

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

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

CORE STRENGTHS

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