

ANDREEA MCKAGUE

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SUMMARY OF QUALIFICATIONS

- **VP:** Led a team of executives for two terms, launching student-focused projects and improving digital strategy as the Vice President for the Global Business & Digital Arts Society.
- **Award Winning UX designer:** Co-led a winning team of five UX designers at a Rogers Hackathon.
- **Adaptability:** Commended by employers for initiative, adaptability, and empathy.

EDUCATION

University of Waterloo

Bachelor of Global Business & Digital Arts, Minor in Computer Science

Waterloo, ON

12/2027

Awards: President's Scholarship (Admission GPA: 3.7/4.0)

EXPERIENCE

Global Business & Digital Arts Society

Vice President

Waterloo, ON

7/2024 – present

- Elected by peers as Fall 2024 and Spring 2025 Vice President.
- Developed two three-month visions and action plans, delegated tasks, and managed two teams of executives.
- Mentored five coordinators, fostering three external outreach proposals and creating measurable feedback forms and action plans, improving internal systems and team satisfaction.
- Ideated and launched "Project Student Access" to tackle food inaccessibility for a student population of over 800.

Rogers UXperience Designathon Award Winner

Co-Lead, UX/UI Designer

Stratford, ON

1/2025

- Co-led a team of five UX/UI designers to develop a brand strategy and mobile app prototype, bridging a 98% customer knowledge gap for the *Rogers Beyond the Seat* program.
- Conducted research, developed user persona, collaborated on UI prototypes and mock ups, and co-presented.

EVE

Student Creative Director

Toronto, ON

9/2021 – 6/2023

- Managed brand strategy, developing a brand identity and expanding outreach channels, translating to a 228% growth in social media following.
- Developed presentation templates, email newsletter layouts, and marketing graphic sets, increasing internal efficiency and streamlining both internal and external communications.
- Collaborated with a non-profit to organize a hygiene product packaging event, aiding homeless women in Toronto.

Futures Gymnastics Centres

Gymnastics Coach

Mississauga, ON

5/2019 – 8/2023

- Coached, assessed, and developed class instructions to train over 220 students in recreational gymnastics skills across 30 gymnastics classes and six different skill levels in a fast-paced environment.
- Developed strong interpersonal communication skills with parents, teens, and children.
- Collaborated daily with other coaches to lead cooperative gymnastics classes and problem-solve.

SKILLS & INTERESTS

Front/Backend: Python • Java • Racket • HTML • CSS • SQL • Basic FileMaker+

Technical: Microsoft Office Suite • Macros

Design: Figma • Adobe Illustrator • Adobe InDesign • Adobe Premiere Pro

Language: Fluent English & French, Spanish