



AUDREY MCNAY

UX DESIGNER

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 (512) 825-5484
 imthereal.github.io

SKILLS

PHOTOSHOP



ILLUSTRATOR



INDESIGN



PREMIERE



MICROSOFT OFFICE



SKETCH



PYTHON



JAVA



HTML / CSS



EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN

MAY 2019

B.S., Advertising

Moody College of Communication Honors Program

GPA: 3.68

McCombs Business Foundations Certificate

Minor in Rhetoric and Writing

Additional Coursework: Intro to Computer Science, Data Structures, Digital Graphic Communication, Advanced Design Thinking at IBM

WORK EXPERIENCE

CONTENT STRATEGY INTERN AT FACEBOOK

SUMMER 2018

- Strategize high-level functionality and edge cases
- Write UI content for emerging markets and “special countries”
- Optimize UX flows for new Facebook platform
- Deploy A/B tests, analyze and give recommendations
- Main project had stat sig positive results and will be shipped

MARKETING INTERN AT EDLIO

SUMMER 2017

- Write and design eBooks for download on landing pages
- Create graphics for web and print
- Develop email campaigns targeting school administrators
- Write blog posts on website development and education
- Conduct analyses on competitor products and media

TECHNICAL WRITER AT ARL:UT

FALL 2017-PRESENT

- Write documentation on sonar technology for U.S. Navy
- Use HTML/CSS to optimize documentation for web
- Create and maintain documentation style guide
- Utilize Madcap Flare and Gitlab

FREELANCE GRAPHIC DESIGNER

2014-PRESENT

- Develop UI for mobile applications
- Design logos/shirts for various organizations
- Create posters to display in corporate office
- Design print and email promotions for various companies

OTHER WORK:

Comics Editor at the Daily Texan

Recruiting Associate at Natural Sciences Career Services

Social Media Specialist at Sanger Learning Center PLUS Program

CAMPUS & COMMUNITY

MEMBER OF WOMEN OF EXCELLENCE

2017-PRESENT

- Serve as a peer mentor for a UT underclassman
- Volunteer at local charities such as Posada Esperanza
- Host on-campus events such as “Residential Staff Banquet”
- Learn professional and personal development skills

PEER AMBASSADOR FOR STUDENT CONDUCT AND ACADEMIC INTEGRITY OFFICE

2017-PRESENT

- Provide information about on-campus resources
- Explain student discipline process and procedures
- Answer questions regarding student conduct process

COMMUNICATIONS CHAIR FOR MOODY HONORS STUDENT COUNCIL

2018-2019

- Act as liaison between Moody Honors students and council
- Take meeting minutes and document important events
- Run social media accounts for student council
- Coordinate the creation of a semesterly newsletter