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ANDREW MCKAY

## I help startups challenge conventions & become undeniable in their space.

I'm an Australian based Product Designer living in Sydney. I enjoy turning complex experiences into meaningful solutions. While my 8+ years of product experience focused primarily on app design, my experience also stems from a background in brand design. My design experience consists of product design, user experience, animation, interaction, illustration & brand direction. I thrive in fast-paced environments wearing multiple hats and working directly with stakeholders.

### Technical

Native App Design	● ● ● ● ●
Product Design	● ● ● ● ●
User experience	● ● ● ● ●
Research & testing	● ● ● ● ●
Motion Design	● ● ● ● ●
Illustration	● ● ● ● ●
Brand Direction	● ● ● ● ●

### Leadership

Design manager	● ● ● ● ●
Design Strategy	● ● ● ● ●
Design culture	● ● ● ● ●
Team development	● ● ● ● ●
Stakeholder Management	● ● ● ● ●
Flashy powerpoints	● ● ● ● ●

### Worked with

ATlassian	ZIP	MACQUARIE
InsightTimer	feedly	Domain
Pocketbook	friendly	prosa

### Experience

**Insight Timer** · Head of Design Apr 2019 - Present

I oversaw and was the face of design at Insight Timer, a meditation app with over 20 million users. I managed and collaborated with my team of product, system and graphics designers who worked with our 4 product squads.

Whilst at Insight, I designed the new Insight Timer app, released a design system, built a web presence, released our first tv application, and helped the company reach profitability through UX experiments and growth loops.

**Friendly App** · Founder 2018 - Sep 2021 (Acquired)

Founded and built by me, friendly is a social app that allows Aussies to connect with like-minded people in their neighbourhood. Throughout its development, I worked on everything from design, marketing strategy, brand and product manager to my dev team of 4. Friendly was acquired in 2021 by Canadian Dating application.

## Tools

Figma & Figjam	● ● ● ● ●
Maze	● ● ● ● ●
Principal App	● ● ● ● ●
Lottie	● ● ● ● ●
Adobe After Effects	● ● ● ● ●
Adobe Illustrator	● ● ● ● ●
Adobe Photoshop	● ● ● ● ●

## Education

I began my career by starting a diploma in graphics design. During my time studying, I realised that my school's courses didn't keep up with the latest industry standards, especially in UX and UI design. To best use my time, I dropped out of my diploma. I focused on using online resources like youtube and various blogs to learn the industry standards and prepare myself for entering the design industry.

## Perfect role

I make it a priority to stay on the tools and strive as a design leader to mentor my team and improve their technical skills. My preferred working style is an even split of management and craft.

I specialise in managing smaller specialist design teams between 5-10 to ensure I have enough time to grow them as designers and provide enough support as their manager.



**Macquarie Bank** · Principal Designer      Sep 2017 - Apr 2019

I was the primary designer in the mobile banking team. I managed a small group of designers and worked directly with stakeholders, cross-functional teams, and my dev team. I worked closely with the brand team to bring the design direction the mobile team had created and apply it company-wide.



**Zip** · Lead Product Designer      Oct 2016 - Sep 2017

I joined Zip very early in its growth as a Lead Product Designer overseeing the design and working closely with stakeholders. I worked on optimising the purchase flow experiences, differentiating between product offerings, and designing approaches to cross-promote newly acquired customers.



**Atlassian** · Lead Product Designer      Aug 2014 - Oct 2016

I initially joined Atlassian to work on JIRA; however, after a few months, I was handpicked with a few others to work on JIRA & Confluence's v1 native apps. While in Atlassian's Vietnamese office, I spent my time working on Confluence while simultaneously assisting the team working on JIRA consistently for a year till the launch of the product.

Once both apps were released, I focused on the first version of Atlassian's Design System alongside the Sydney team. I also flew to Mountainview, CA, to work directly with the brand team.



**Domain** · Senior Product Designer      Jan 2013 - Aug 2014

My first product role was working on one of Australia's largest real estate platforms. Initially, I worked closely with the product team designing for the desktop experience. As the Domain app grew popularity I was put in the mobile team working directly with the Product Manager, iOS and Android devs.



**Freelancing** · Digital Designer      Jun 2010 - May 2013

Being self-taught, I spent 3 years freelancing and building a large design following on Dribbble.com. I was lucky enough to get noticed by Domain and entered into my first product design role.