

Hi, I'm Ashlee Mckay 🙋

I'm a Canadian who has found refuge from the long cold winters here in Australia. I'm a design junkie and product lover with three years of product design experience. With a background in fashion design and merchandising, plus a bit of an entrepreneurial streak to boot too.



Experience

Product Designer @ Zibbet

December 2017 to now | Sydney, Australia

My goal is to help creative entrepreneurs sell more with upbeat illustrations and top notch UI design.

My work includes crafting user journeys, visual designs, branding and illustration. I designed for Zibbet's umbrella of products – Marketplace, Multichannel Management and the marketing site and blog. I strive to continuously develop my skills.

Freelancing Designer @ Ashdesigns

April 2016 to now | Sydney, Australia

I've worked on many small projects to help businesses, startups and individuals. I've set the tone with branding, assisting with art direction, crafting illustrations and designing user interfaces for both mobile and desktop.

Product Designer @ Friendly App

February 2016 to now | Sydney, Australia

I aim to make it easier for people to discover new friends through delightful design. I ensured consistent language and tone of voice throughout the website and mobile app. I worked on developing personas, wireframing user journeys for new features and branding. I helped steer the branding direction with personable hand-drawn illustrations that would bring life and a sense of delight to the app.

UI Designer @ Huddle Insurance

Sept 2017 to Dec 2017 | Sydney, Australia

Worked on Huddle Insurance's desktop and mobile product. I contributed to Huddle's brand refresh which consisted of a complete redesign. I worked on branding, UI design, iconography and illustrations.

Education

Bachelor of Design Fashion Apparel @ Fanshawe, London, Ontario, Canada

Skills

UI Design & Visual Design

I can help you stand out with beautiful designs that people will love to interact with. I specialise in product interface design, illustrations, photography, typography, spacing, layouts and colour.

Branding

An effective brand strategy gives you a major edge in today's increasingly competitive market. Let me help you build a brand. From logos to tone of voice, and everything in between.

Illustrations

Your brand strategy is how, what, where, when and who you want to speak to. I can help you illustrate what that might look like and tell your story to your users through custom designed illustrations.