

Hi, I'm Ashlee Mckay 🙋

Hi I'm Ashlee! I'm a Canadian who has found refuge from the long cold winters here in Australia. I'm a design junkie, and enthusiastic about creating compelling visual experiences for meaningful products with Human-Centred-Design approach bridging the gap between businesses and people.



Experince

Visual Design / Product design @Autopilot

June 2019 to now | Sydney, Australia

While working at Autopilot we have been working on redesigning our app in order to simplify the core experience and acquire tons of new users. I've worked with the team on updating and developing our design system in abstract, user research, interaction design, visual design, illustrations and custom icons. Most recently the Beta launch of the new marketing app.

Product design @Friendly.app

Febuary 2016 to now | Sydney, Australia

My aim is 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.

Product design @Zibbet

December 2017 to June 2019 | Sydney, Australia

My goal while working for Zibbet was 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 and enjoy working within a team enviornment.

UI Designer @Huddle Insurance

September 2017 to Dec 2017 | Sydney, Australia

While at huddle I Worked on the Huddle Insurance desktop and mobile product. Working on a team of two I contributed to Huddle's brand refresh improving the visual language of the brand, iconography, illustrations, and UI design.

Education

Bachelor degree 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.