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Andrew McKay

I take products from zero to production: idea, prototype, system, brand, code. AI in every step; taste decides what ships. Founding designer at Relume, Head of Design at Insight Timer.

About me

- **Entrepreneur at heart** — I think like a founder, even on someone else's work.
- **Always building** — My own apps on the side; the second is about to launch.
- **Further with AI** — My reach used to end at design; now it runs from brand to release.
- **Not just the job** — I live and breathe design, always chasing the best version of the idea.

At a glance

- **10+ years** product, brand and mobile apps
- **Head of Design** grew and led a design team
- **Launch → exit** my own app, acquired
- **AI-native** relume.ai, Relume Studio and its launch film

Experience

- **Relume** Principal Product Designer · three years
- **Chronicle** Lead Product Designer
- **Insight Timer** Head of Design, the meditation app
- **Atlassian** Jira and Confluence mobile, then ADG
- **Macquarie** Mobile banking app

Case studies

- **Relume Studio** https://ahhmckay.studio/work/relume-studio
- **Relume 2.0 rollout** https://ahhmckay.studio/work/relume-website

How I work

- **First sentence to launch date** — Working software from a founder's brief, hardened with an engineer and shipped on the date.
- **Agents do the legwork** — Research, copy, exploration, prototyping and QA run as parallel agents; I set the brief and make the call.
- **Proof, not opinion** — Every launch starts as a hypothesis, tested on PostHog dashboards I build myself.

Tools

`Figma` `Claude Code` `Codex` `PostHog` `Remotion` `ElevenLabs` `Next.js` `Swift` `Unity`

Relume — Principal Product Designer

> *Founding designer, the second one in. Five projects shipped, from Relume's first AI builder to Relume Studio.*

Site Builder 1.0: AI before it was everywhere
- Designed the builder that took Relume past a component library: AI drafts sitemap, wireframes and design, on the same variables as Webflow and Figma.

Style Guide: from built to designed
- Led it: layered design taste over AI-built sites; each guide exported to a Figma kit, variables intact.

Relume 2.0: a year-long rebuild I led
- Redesigned it around the editor: new design system, new UX and UI, every editing flow.
- Detached it from Webflow and Figma: Relume now publishes sites, owns its data and follows each user start to finish.

Brand and site: launched with 2.0
- Sole designer on the brand: rebuilt it for the pivot from exporter to publisher, one system across site and product.
- Shipped relume.ai in two weeks, with Claude driving Webflow through its MCP server.
- Built a tool that freezes coded brand animation to SVG, on the system's variables.

Relume Studio: my idea, taken to launch
- An AI image product that keeps images on brand. Vibe-coded a prototype, pitched the founders, got one developer, then ran, designed, built and branded it: live in six weeks.
- Made the launch film: kinetic type over the product's own interface, coded in Remotion with Claude, scored with ElevenLabs.

@ Dan Anisse · Co-founder & CEO · Relume
> "We hand Andy a blank page because we know he'll come back with something real."

@ Damian Martelli · Lead Product Designer · Relume
> "…extreme talent to take vague briefs and ideas and deliver world class outputs."

@ Abhi Lamba · Head of Growth & Marketing · Canva
> "…he's easily one of the top 1% designers I've ever worked with."

Before Relume

> *Mainly mobile apps, leading design from brand to product: visuals, systems, UI and experience.*

- **Insight Timer** — Founding designer at 6 people, Head of Design by 100+: led the team through a data-driven app redesign, brought new features to life and designed the B2B dashboard.
- **Atlassian** — Hired to design the Jira and Confluence mobile apps as the Vietnam office scaled; then the Atlassian Design Guidelines team, with brand in San Francisco on its first version.
- **Macquarie** — Mobile business banking team: helped transform the entire banking product.

@ Deborah Park · CPO · Insight Timer
> "He is a rare design talent and remains one of the best designers I know and have worked with."

Recommendations

> *7 of 25 recommendations, in their own words.*

@ Dan Anisse · Co-founder & CEO · Relume
> “Andy works like a founder. He’s shaped the Relume experience for three years, and Relume Studio, our AI image product, was entirely his idea. He pitched it with a prototype he vibe-coded himself and carried it from concept to launch on his own. That kind of ownership is rare. We hand Andy a blank page because we know he’ll come back with something real.”

@ Nick Flower · Product & Growth Design Lead · Relume
> “If you want to know what Relume feels like, look at Andy’s work. He has owned our brand end to end and kept it consistent from marketing all the way into the product.”

@ Damian Martelli · Lead Product Designer · Relume
> “I’ve worked alongside Andy for the last 3 years at Relume and he still manages to impress and surprise me with everything he does. He is visually the most impressive designer I have ever worked with and has extreme talent to take vague briefs and ideas and deliver world class outputs. He is extremely versatile, pouring his impeccable taste and keen design eye into everything from product design, branding, marketing, motion design and any other design challenge. Andy is extremely easy to work with, always listening and collaborating with designers and engineers to deliver the highest quality results.”

@ Deborah Park · CPO · Insight Timer
> “As Head of Design, he played an instrumental role redesigning our app and brought many new features to life. He is a rare design talent and remains one of the best designers I know and have worked with.”

@ Kate Trifo · Senior Experience Designer · BCG Digital Ventures
> “The design team grew tremendously under his leadership at Insight Timer. As a manager Andrew is compassionate and helpful through difficulties and twists and turns, and at the same time always asks the hard questions to lead the team to the right decisions.”

@ Benjamin Humphrey · Founder & CEO · Dovetail
> “Andrew’s a fantastic designer who works very quickly and just gets things done. His work on Atlassian mobile was always quality, he sweats the details, and he takes care to make sure he’s up with the latest style so what he’s producing always feels modern.”

@ Kristian Tasevski · AI Technical Lead · Macquarie Group
> “Andrew has an unmatched ability to produce visually stunning designs – and the speed at which he turns over high quality work is very impressive. He is an absolute natural when it comes to all things to do with digital design and helped us completely transform our entire product. He has a very accurate intuition for what will work from a UX perspective and also produce an aesthetically pleasing visual result.”

18 more → https://ahhmckay.studio/reviews