

BLAIR MCKEE

DESIGN ENGINEER · UI/UX

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blairmckee.com

Portland, Oregon

Design engineer with 10+ years of experience combining human-centric design, frontend development (React/TypeScript), and usability research to make complex products easier to use. Shapes product experiences and shared UI systems from discovery through production across cloud infrastructure, developer tools, fintech, healthcare, and creative products.

EXPERIENCE

REDPANDA DATA

Senior UI/UX Engineer

July 2025 - September 2026

Shaped how customers onboard, create resources, monitor systems, and govern AI agents across Redpanda Cloud and the Agentic Data Plane (ADP), owning the research, product design, and frontend implementation behind those experiences. Established research-led design process, mentored engineers in UI prototyping, and co-led company-wide UI infrastructure.

- Redesigned the Redpanda Connect frontend around a progressive pipeline setup flow and IDE interface that led to ~__% **growth in monthly pipeline creation** and **_x self-serve revenue**.
 - Integrated in-app documentation, debugging features, real-time validation and logging making failure diagnoses faster and actionable.
 - Synthesized __+ **feedback signals** and user interviews, identified and drove remediation of __ **backend requirements across** __ **teams**, and iterated on the UI **across** __ **validation rounds**.
- Shipped three iterations of onboarding for free trial and enterprise customers over six months, making it easy for users to quickly connect their data to Redpanda; resulting in the __-**day trial-to-paid conversion rate more than doubling** (__x).
 - Redesigned product dashboard to improve product discoverability, make resource health scannable, errors actionable, and cues to improve network security tailored to customer's systems.
- Piloted a repeatable PRD-to-frontend workflow for the ADP, pairing iterative AI-assisted prototyping with UXR. Improved generated code quality, made Redpanda's design principles, UI library, and frontend conventions the source of truth for both prototypes and generated code, replacing one-off UI with reusable components and established patterns. Backend engineers adopted the workflow for subsequent features.
- Co-led UI infrastructure strategy and adoption across the company. Rebuilt the design system, UI registry, and distribution tooling, then guided migrations that achieved __% **UI registry adoption across core products in** __ **weeks**, improving visual coherence and

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behavioral consistency. Established a contribution workflow that enabled more than a dozen contributors across teams and disciplines to extend the shared UI libraries.

NOYA

Design Engineer · Contractor

October 2024 – June 2025

Owned design and development of core platform features for a YC-backed startup that empowers creatives to build no-code collaboration tools.

- Led product strategy, design, and development for multiplayer whiteboard app and digital asset manager —showcased as tools users could build on the platform.
- Built cross-platform UIs for real-time multiplayer editing and agentic document manipulation that can be dropped into any platform or user-built tool.
- Improved application performance by 40% through migration from CSS-in-JS to TailwindCSS and established visual regression testing to maintain UI consistency.

DECK AI

Founding Engineer · Contractor

October 2024 – April 2025

Owned frontend architecture of a server-rendered and mobile-optimized NextJS app for a content creator marketplace and supporting media management platform.

COINBASE

Software Engineer / Design Systems Tooling Lead

July 2021 – September 2024

Led the Coinbase Design System's Tooling team. Developed automation-first strategies and tooling to boost developer productivity, empower cross-functional collaboration, and drive design system adoption.

- Acted as tech lead for cross-org initiative driving visual parity across Coinbase products. Drove key product decisions, worked directly with design and engineering leadership, and managed an external AI vendor relationship.
 - Built a tool that catalogs and visually maps UI components to their Figma counterparts, enabling designers to resolve discrepancies and realign code to design standards.
- Architected a i18n Figma plugin that parses copy in design files and generates contextual metadata for translators, improving fidelity of translations and saving frontend engineers ~1 hour per design file.
- Orchestrated Coinbase's largest-ever design system tech debt reduction, reducing total library bundle size by 12% and node_module size by 1.8% through strategic elimination of 10% of the codebase.
- Demonstrated meticulous planning and cross-functional leadership migrating 31 consumer repositories with zero incidents, while coordinating intricate sequencing of transitive dependencies across 7 React Native mobile and React web applications.

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- Authored AST parser that automated 95% of migrations.
 - Managed 2 IC's and served as primary liaison between QA, design, product, and engineering.
- Built over 27 components for the Coinbase Design System in both React and React Native resulting in 17% library expansion.
 - Crafted server rendered compatible responsive layout components and utilities, reducing TTFP by 50% for high impact user journeys.
- Pioneered internal open-source contribution model empowering product engineers to upstream components into the design system. Introduced automated tooling and processes to safely manage breaking changes, enabling teams to confidently execute critical updates without incidents.
- Constructed zero-to-one marketing website for base.org launch in two weeks.
- Co-created Coinbase's Frontend Bootcamp curriculum making new IC onboarding completely self-serve.

RALLY HEALTH / UNITEDHEALTHCARE

Senior Software Engineer

October 2019 – July 2021

- Engineered and designed an open sourced developer analytics tool with NextJS and D3 data visualizations. Architected SSR-friendly UI library.
- Led engineering for internal admin tool that powered "Find & Price" medical care product serving over 35M users. Collaborated and iterated with Product and external design partner on UX decisions.
- Co-leader of the internal React community, presented bi-weekly talks on best practices to foster a culture of continuous innovation.
- Core member of cross-product strike team that established best practices for migrating from Angular 1 to React.

TIGGEE / DIGICERT

Software Engineer & Product Designer

May 2015 – September 2019

- Designed and developed Design System for a \$5M DevOps startup. Led design and engineering modernization efforts for multiple microservices, improving UI/UX and engineering efficiency across multiple web applications and a Chrome extension.

EDUCATION

GEORGE MASON UNIVERSITY

Creative Writing

May 2015