BLAIR MCKEE

DESIGN ENGINEER · UI/UX

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Design Engineer with 9 years of experience blending human-centered design with frontend development (React/TypeScript) to make complex products easier to use. Recently drove cross-team initiatives that aligned design with code, scaled shared UI systems, and embedded UX best practices into workflows for both developers and coding agents.

EXPERIENCE

REDPANDA DATA

Senior UI/UX Engineer — *July 2025 - September 2026*

Expanded adoption of shared UI infrastructure and research-informed design practices across the company. Owned product design and frontend implementation for key user experiences: Redpanda cloud onboarding, data pipelines, AI governance, and network observability.

- Owned the evolution of the shared UI library, design tooling, and UI infrastructure.
  - Established a prototyping process with design partners and translated research findings into reusable UX patterns and Claude skills, improving visual fidelity, interaction consistency, and the quality of generated frontend code.
  - Enabled backend engineers to generate complete CRUD interfaces from Protobuf schemas by building a schema-driven form library and reusable UI composition skills.
  - Tokenized the design system, improved library distribution tooling, and expanded visual regression coverage to support consistent implementation across four codebases.
  - Established a contribution workflow that enabled more than a dozen contributors across teams and disciplines to extend the library with reusable compositions and patterns.
- Redesigned Redpanda Connect around progressive pipeline setup and an IDE interface, contributing to ~[redacted]% growth in monthly pipeline creation and [redacted]x self-serve revenue.
  - Refined the UX over [redacted] validation rounds by integrating embedded documentation, self-serve debugging, and real-time logging.
  - Synthesized [redacted]+ feedback signals from user interviews to shape product decisions and drove remediation of [redacted] backend requirements across [redacted] teams.
- Redesigned Cloud onboarding for both free trial and enterprise customers, contributing to a [redacted]x increase in [redacted]-day trial-to-paid conversion.
  - Reworked the Cloud dashboard over three iterations to improve product discoverability, surface resource health and actionable errors, and guide network security configuration.
- Owned the AI gateway's product UX and frontend overhaul, redesigning onboarding, resource management, and governance in preparation for general availability.
  - Built a progressive and customized agent governance dashboard that simplified comparing usage and cost across providers, models, and agents over time.

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NOYA

Design Engineer · Contractor *October 2024 – June 2025*

Owned design and frontend development for two products built on a Y Combinator backed no-code platform, helping validate product market fit for cross-functional collaboration and automation.

- Crafted the design and development of a multiplayer whiteboard app and digital asset manager, demonstrating what users could build on the platform.
- Built reusable, cross-platform UIs for real-time multiplayer editing and agentic document editing that can be dropped into any platform or user-built tool.
- Improved application performance by 40% through migration from CSS-in-JS to Tailwind CSS and established visual regression testing to maintain UI consistency.

DECK AI

Founding Engineer · Contractor *October 2024 – April 2025*

Architected a Next JS application, tokenized design system, and UI component library 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, establishing automation first practices that helped designers and engineers adopt, maintain, and contribute to shared UI infrastructure.

- Established design tooling that helped teams align production UI with design standards.
  - Served as technical lead for a cross-organization visual parity initiative; drove product decisions with design and engineering leadership and managed an external AI vendor relationship.
  - Built tooling to catalog UI compositions and map them to their Figma counterparts, enabling designers to identify and resolve discrepancies.
  - Architected an internationalization Figma plugin that generated contextual metadata for translators from design copy, improving translation fidelity and saving frontend engineers approximately one hour per design file.
- Drove cross-product design system modernization, completing a 31 repository migration including sequenced dependency updates across seven React web and native applications with zero incidents, and reducing the shared library's footprint.
  - Authored an AST parser that automated 95% of migrations.
  - Managed two ICs and served as the primary liaison across QA, design, product, and engineering.
  - Initiated and delivered Coinbase's largest-ever design system technical-debt reduction, removing 10% of the codebase, reducing total library bundle size by 12% and node_modules size by 1.8%.

- Scaled shared UI capabilities and made frontend onboarding self-serve.
  - Built over 27 components in React and React Native, expanding the design system by 17%.
  - Built responsive layout components compatible with server-side rendering, reducing time to first paint by 50% on key user journeys.
  - Established an internal open-source contribution model enabling product engineers to contribute components. Added automated tooling and processes to manage breaking changes, helping teams ship updates without incidents.
  - Co-created Coinbase's Frontend Bootcamp curriculum for new ICs.
- Built the marketing website for the base.org launch in two weeks.

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.
- 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*