

Neil McKay

Product Designer · Santa Cruz, California · neil@neil-mckay.com · [LinkedIn](#) · neil-mckay.com

Product designer who makes complex operational systems simple. Fifteen years in enterprise and government software, from hands-on interaction design to leading design teams. Builds with AI daily: prototyping in Replit, custom Claude skills and MCP integrations.

EXPERIENCE

Independent

2018 – present

Product design and operations · Santa Cruz

UX Designer (contract), Govinity · Dec 2025 – Aug 2026

- Audited the clerk's live-meeting interface for a govtech platform that runs public meetings end to end.
- Prototyped improvements in Replit with AI-assisted code, so the team could test interactions instead of reading specs.

Portfolio operations and AI tooling

- Designed and built the operating system for a multi-owner real estate portfolio across California and Switzerland, working with four property management companies.
- Automated intake of monthly manager reports (scanned PDFs, spreadsheets) into a single database, with anomaly flags.
- Created a maintenance and asset register, data-gap tracking prioritized by safety risk, and decision one-pagers and meeting packets for non-technical owners.
- Built a custom MCP server connecting Things 3 to Claude, plus custom Claude skills for reporting, writing and design review.

Design Director → Senior Director, Product Design

2013 – 2018

[24]7.ai · Campbell, CA

- Led design of the internal platforms used to build, manage and deploy conversational agents for enterprise clients: Modeling Workbench, Integrated Tools Suite and Bot Store. Users were [24]7's deployment teams and client administrators. Designs included sandboxed changes with a preview of each change's impact on model accuracy before deployment.
- Created the standard chat design system, templates and training for the global service delivery team, cutting design time per client chat deployment from weeks to about three days.
- Established content strategy for conversational AI, and prototyping, as new design competencies; hired and led both. Contextual chat invitations lifted acceptance 6% for Hilton (rolled out to all traffic) and 2% for Sears, about \$74K in annual revenue.
- Managed 2–3 designers within a global design studio of about 30.
- Developed and presented new-business concepts with executives and sales for enterprise prospects, including Capital One and Westpac.
- Lead inventor, US Patent 11,442,612: a mobile chat interaction method (filed 2016, granted 2022).
- Clients included Target, Hilton, United Airlines, Best Buy, Sirius XM, IBM, Dish and Optus.

Co-Founder, Chief Creative Officer · Principal

2012 – 2013

buyforwork.com · re'videa · San Francisco

- Defined market opportunities and ran experiments to validate them; designed the product, brand and marketing; prototyped and shipped the web app with the CTO.

Senior Designer, Design Director

2010 – 2012

DesignMap · San Francisco

- Led complex B2B SaaS projects from research to detailed interaction specs, for clients including Bloomberg.
- Used research, personas, conceptual models and story mapping to build shared understanding across product teams.

Web Designer → Creative Director

2004 – 2010

Granicus · San Francisco

- Introduced user-centered design to a govtech company: research, paper and interactive prototypes, usability testing.
- Redesigned VoteCast Touch, a touchscreen voting system for elected officials in public meetings.
- Scaled delivery of hundreds of customized SaaS integrations for government clients; built and led a team of four designers.

Design roles, New Zealand

2000 – 2003

Brand, print and web

SKILLS

User research and usability testing
Interaction design and prototyping
Conceptual models and workflow mapping

Design systems
Content strategy for conversational AI
Figma, Sketch

Replit, Claude, MCP
Visual design

EDUCATION

Diploma in Design and Visual Arts, Southern Institute of Technology, New Zealand