Neil McArdle

I’m Neil, a product designer and builder in London. I design at Avis.

neil@neilmcardle.com neilmcardle.com linkedin.com/in/neilmcardle github.com/neilmcardle

Projects

Makeebook makeebook.ink

Coverly neilmcardle.com/coverly

DoodleWire App Store

Performance UI github.com/neilmcardle/skills

Experience

Mobbin ’26 – now

App capture specialist

I capture and document the flows and patterns of leading iOS and Android apps for Mobbin’s library.

Avis ’21 – now

Senior product designer

I took the Avis checkout from five steps to three, now live on avis.com, working with a product manager, a data analyst and engineers. I also led an audit of a 250-component design system shared by two brands across iOS, Android and web.

The Banner of Truth ’19 – ’21

Digital product specialist

I worked on a small publishing team, building ebooks in HTML, CSS and JavaScript and designing book covers.

neilmcardle.com ’14 – now

Owner

My studio, where I design and build products of my own, from the first sketch to the code that ships.

Writing

A History of Design Tools neilmcardle.com/writing/history-of-design-tools

What designers are saying neilmcardle.com/writing/what-designers-are-saying

A Brief History of UI neilmcardle.com/explorations/history-of-ui

Education

BSc Social Psychology ’10 – ’13

Loughborough University

BA Fine Art Painting ’04 – ’07

Loughborough University