

Kyle McCarthy

Chief Experience Officer (Head of Product Experience) Experience Strategy, Platform Systems & Scaled Product Leadership

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EXECUTIVE SUMMARY

Senior product experience executive with 13+ years leading end-to-end experience systems for large-scale digital platforms across consumer, fintech, and SaaS environments. Proven owner of product experience spanning UX, design systems, customer support, trust & safety, analytics, and platform integration—supporting products used by 18M+ users and contributing to \$60M+ in revenue.

Aligning experience strategy with business outcomes, operational stability, and long-term scalability. Operates at the intersection of product, design, engineering, and data, with deep hands-on fluency and executive-level accountability. Trusted partner to CEOs and executive teams to simplify complexity, reduce risk, and deliver cohesive, high-quality experiences across multi-product ecosystems.

CORE COMPETENCIES

- End-to-End Product Experience Strategy & Ownership
- Experience Architecture, Design Systems & Platform Consistency
- Cross-Functional Leadership Across Product, Design & Engineering
- Customer Experience, Trust & Safety, and Moderation Systems
- Multi-Product Ecosystem Integration (Identity, Payments, Monetization)
- Experience Analytics, Retention & Experience-Driven Growth
- Organizational Design & Scaling Experience Teams
- Executive Partnership & Operational Alignment

PROFESSIONAL EXPERIENCE

Chief Experience Officer (Head of Product Experience), Parler Cloud Technologies | 2022 – Present

Executive owner of the end-to-end product experience across Parler's platform portfolio, leading UX design, experience architecture, customer support, trust & safety, analytics, and platform integration. Partner closely with product and engineering leadership to deliver scalable, consistent experiences across multiple consumer and creator-facing products.

Product Experience & Platform Leadership

- Defined and owned the unified product experience vision across social, streaming, fintech wallet, e-commerce, cloud products, and blockchain ensuring consistency, usability, and operational reliability.
- Led end-to-end UX and interaction strategy from research and architecture through launch, establishing a shared design system that reduced fragmentation and accelerated cross-team delivery.
- Embedded a lean experience organization within a 100+ engineer environment by setting clear standards, governance, and collaboration models across product and engineering.
- Established experience governance, standards, and decision frameworks that improved cross-team execution predictability and reduced delivery friction across product and engineering.

Customer Experience, Trust & Safety

- Owned global customer support and moderation operations across five platforms, integrating human review, AI-assisted tooling, and escalation workflows to balance user trust, safety, and platform integrity.
- Established closed-loop feedback systems between support, UX, product, and engineering so real-world user issues directly informed roadmap prioritization and experience improvements.

- Led experience-driven trust and safety strategy in high-scrutiny environments, aligning usability, policy enforcement, and operational risk management.

Experience Systems, Data & Business Impact

- Unified identity, profiles, wallets, analytics, and monetization into a cohesive experience ecosystem with shared onboarding flows and data models.
- Owned experience-level metrics across usability, retention, support efficiency, and creator health, using data to inform product decisions and executive planning.
- Supported executive storytelling and product demonstrations tied to platform experience and growth initiatives.

VP Design, Skylab Apps | 2016 – 2022

Led product experience strategy for a SaaS platform serving enterprise clients, owning end-to-end UX and interaction design across mobile and web products while partnering closely with product and engineering leadership.

- Owned UX, UI, and interaction design for white-label mobile and web platforms with 35+ integrated features, including chat, live streaming, events, advertising, and gamification.
- Established experience principles, UX standards, and reusable patterns to ensure consistency and scalability across multiple client implementations and industries.
- Partnered with engineering to translate complex technical systems—including ad tech, APIs, and data pipelines—into intuitive user and operator experiences.
- Embedded experience leadership into agile delivery workflows, improving cross-functional alignment and reducing rework driven by usability and clarity issues.
- Contributed to 50% YoY user growth and \$3M+ in sales through experience-led improvements to onboarding, engagement, and platform usability.

VENTURES & ACTIVITIES

Founder / Product Builder – Crush Suite | 2023 – Present (*selective, alongside full-time executive role*)

- Co-built Shopify applications supporting subscription management, compliance workflows, and D2C operations for wineries and consumer brands.
- Designed and launched conversational AI features to improve discovery, personalization, and customer support within e-commerce environments.
- Shipped end-to-end product experiences spanning onboarding, subscriptions, compliance integration, and customer engagement.

Board Member – Parler Technologies, Inc.

- Advisor & Speaker
- Advisor to founders and product leaders on experience strategy, platform scalability, and responsible product design.

EARLY CAREER

Project Engineer – I.E. Pacific Inc. | 2011 – 2016

EDUCATION

B.S., Construction Engineering – San Diego State University (2007–2012)