

Kyle McCarthy

Staff Product Designer

Collaboration & Communication Products · AI-Native Prototyping (Claude Code · Cursor) · High-Fidelity Craft · Design Systems

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Portfolio: kymccarth.com (password: letsconverge)

SUMMARY

Product designer who has spent over a decade shaping consumer and enterprise **communication and collaboration** experiences — real-time messaging, live audio, chat, streaming, and creator tools used by **18M+ people**. I work AI-native: I run user research, prototype flows and interaction models in code, and ship high-fidelity UI with **Claude Code, Cursor, and Figma AI**, moving from insight to a working prototype faster than manual craft allows. I own a cross-product design system spanning six products on web, iOS, and Android, and partner daily with PMs, engineers, and researchers to turn user pain points into clear, magical UX.

CORE SKILLS

Design Craft: High-Fidelity UI · Interaction Models · Animation & Visual Quality · Wireframing · Prototyping · User-Centered Design · Usability Testing · Design Critique

AI-Native / Vibecoding: Claude Code · Cursor · Figma AI · Prototype-in-Code (React, HTML, CSS) · AI-Assisted Research, Survey & Test Generation · Automated Engineering Handoff via Vibecoded Prototypes

Collaboration & Communication Surfaces: Real-Time Messaging · Live Audio · Chat · Live Streaming · Social Feeds · Creator Dashboards · Notifications

Systems & Partnership: Cross-Product Design Systems & Pattern Libraries · Figma · Cross-Functional Partnership (PMs, Engineers, Researchers, Front-End) · Design Ops & Reviews

PROFESSIONAL EXPERIENCE

SVP, User Experience

2022 – Present

Sovren Technologies · six-product consumer platform (social, streaming, fintech, e-commerce, advertising) · 18M+ users on web, iOS & Android · sovrentech.io

COMMUNICATION CRAFT & AI-NATIVE PROTOTYPING

- Designed the core **communication surfaces** of the social product — home feed, Stories, short-form video, real-time **live audio**, profiles, and **messaging** — plus Studio, a creator earnings and analytics dashboard, with consistent interaction models across web, iOS, and Android.
- Take flows from wireframe to high-fidelity, animated UI, then prototype interactions and logic in code (React) with **Claude Code and Cursor** — iterating with stakeholders far faster than static mockups and automating handoff to engineering.
- Designed the self-serve advertising platform end to end — user research, PRDs, a working AI-built React prototype, and QA through launch.
- Run AI-assisted customer research and **usability testing**, turning behaviors and pain points into validated UX; designed trust & safety and moderation tooling across five platforms.

SYSTEMS & TEAM

- Own the **cross-product design system** spanning all six products and three platforms; partner daily with PMs, engineers, researchers, and front-end developers, shaping **product strategy and roadmap** for each surface.
- Hired, led, and mentor a design team of 4–8; run critiques and design reviews. **Board Member**. Portfolio reaches **\$60M+ revenue**.

VP, Design

2016 – 2022

Skylab Apps · enterprise SaaS · white-label mobile & web

- Designed **35+ integrated features** including **chat, live streaming**, events, advertising, and gamification — communication and collaboration surfaces across 200+ white-label deployments.
- Built the design system and pattern library powering **200+ white-label deployments**, keeping UX and interaction models consistent at scale.
- Contributed to **50% YoY user growth and \$3M+ in sales**; rebuilt the email/communication system for **+13% open rate and +4% CTR**.

SELECTED SHIPPED PRODUCTS

Communication- and collaboration-forward products from a connected consumer platform and enterprise SaaS, spanning web and native mobile.

- **Social (Parler):** home feed, Stories, short-form video, real-time **live audio, and messaging**, plus the Studio creator dashboard. Web, iOS, Android · 18M+ people. (*Communication & collaboration flagship.*)
- **Skylab (enterprise SaaS):** chat, live streaming, and events across 200+ white-label deployments.
- **Play:** short-form, long-form, and livestream video with creator monetization in one workflow.
- **Pay:** a non-custodial wallet and social-payments product with send/receive, assets, and staking.
- **Ad Platform:** self-serve B2B advertising, designed research-through-launch with an AI-built React prototype.
- **Shop:** creator commerce; checkout settles through Pay.

FOUNDER VENTURE

Founder / Product Designer

2023 – Present

CrushSuite · selective, alongside full-time role · crushsuite.com

- Design and build a Shopify app suite that lets wineries sell online compliantly, owning research, UX, UI, and hands-on build with AI. **Live and 5.0-rated** on the Shopify App Store; Wine Clubs in private beta.

EARLY CAREER & EDUCATION

- **Project Engineer, I.E. Pacific Inc.** (2011 – 2016). Construction project management, the foundation for the systems thinking and operational rigor I bring to product design.
- **B.S., Construction Engineering**, San Diego State University.