

Kyle McCarthy

Product Design Leader · CX, Support & Trust Systems

Customer & Operator Surfaces · Design Systems · Design-to-Code with AI · Consumer Scale

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Portfolio: kymccarth.com (password: letshelp)

SUMMARY

Product designer who ships high-craft consumer software end to end, and who has run the operation behind it. For over a decade I've designed **products used by 18M+ people across social, fintech, video and commerce**. At Parler I also ran moderation, customer support and customer experience operations: I owned the policy line, created and worked the support SLA, and built the AI-assisted listening loop that turned customer signal into shipped fixes. I **design both sides of the exchange: the customer surface and the operator tooling behind it**, own the cross-product design system, and prototype in code with AI (Claude Code, Cursor, Figma AI), always with a human on the consequential call. I lead a design org today and am going back to IC on purpose, because the work I want is the craft itself. What I want next is to **make world-class support feel human at Coinbase**.

CORE SKILLS

Support & CX Operations: Moderation Ops & Policy Ownership · Customer Support & SLA Ownership · AI-Assisted Review with Human Oversight · Voice-of-Customer Automation & Insights · Operator & Agent Tooling

Craft & Systems: Product & Interaction Design · Chat & Messaging UX · AI-Assisted Operator Workflows · Design System Ownership · Figma (components & variants, variables & tokens, Auto Layout) · Visual Craft · Fintech & Payments UX · Trust & Safety UX

Strategy & Influence: Experience Strategy · Multi-Product Architecture · Cross-Functional Partnership (Product, Engineering, Operations) · Stakeholder & Executive Communication · Storytelling · 0-to-1 in Ambiguity

Build & AI: Prototyping in Code (React, HTML, CSS) · AI-Native Prototyping (Claude Code, Cursor, Figma AI) · LLMs, Code Generation & Generative Design · Specs, PRDs & QA

PROFESSIONAL EXPERIENCE

SVP, User Experience

2022 – Present

Sovren Technologies · six-product consumer platform · social, streaming, fintech, e-commerce, advertising, infrastructure · sovrentech.io

Support, Moderation & CX Operations

- **Ran platform moderation end to end:** owned the policy line for what is and is not allowed, wrote the moderation requirements, and ran AI-assisted review workflows that kept a human decision on every consequential call.
- **Stood up and ran customer support:** created the support SLA, worked the queue against it, and fed what the tickets revealed straight back into the product.
- **Built the customer-experience listening operation:** automations captured app mentions and customer feedback, alerted the team, summarized signals with AI, and delivered structured insight to product and design, closing the loop from complaint to shipped fix.
- **Led the team behind it:** built and led a design team of four to eight designers to one quality bar. Board Member, Sovren Technologies. Work reaches 18M+ people across a portfolio reaching \$60M+ in revenue.

Craft & Build

- **Still hands-on:** own the cross-product design system in Figma (components, variants, variables and tokens, Auto Layout), write specs and PRDs, and prototype in React with AI.
- **Designed the self-serve advertising platform end to end,** from research and PRDs to a working React prototype built with AI, then QA'd through launch.
- **Designed trust & safety and moderation tooling across five platforms:** dense, high-stakes operator surfaces pairing human review with AI-assisted workflows.

VP, Design

2016 – 2022

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

- **Led product, UX and interaction design** for a white-label enterprise SaaS platform, designing 35+ integrated features spanning chat, live streaming, events, advertising, and gamification.

- **Built the design system and pattern library powering 200+ white-label deployments**, the systems-at-scale work behind cross-industry consistency.
- **Contributed to 50% YoY user growth and \$3M+ in sales** through onboarding and engagement redesigns, and rebuilt the email system for +13% open rate and +4% CTR.
- **Partnered with engineering** to turn complex ad-tech, API and data-pipeline systems into intuitive user and operator experiences.

SELECTED SHIPPED PRODUCTS

Consumer-facing products I led and designed within Sovren's six-product platform, a connected creator-economy ecosystem spanning web and native mobile.

- **Pay:** a non-custodial wallet and social payments product with send/receive, assets, staking and chat, designed to make self-custody approachable and trust legible in the moment before someone taps send. Web, iOS, Android.
- **Social (Parler):** home feed, Stories, short-form video, and live audio, with profiles, messaging and Studio, the creator earnings dashboard. The platform whose moderation, support and CX operations I ran. Web, iOS, Android. 18M+ people.
- **Ad Platform:** the primary monetization engine, a self-serve B2B advertising system for real-time, non-deterministic data. One design system across feed, video and sponsored, designed end to end and prototyped in React with AI.
- **Play:** short-form, long-form, and livestream video with creator monetization in one workflow. Web, iOS, Android.
- **Shop:** creator commerce woven into the ecosystem, with storefronts on Play profiles and checkout that 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. The compliance app is 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.