

# Kyle McCarthy

## Design Leader · Product Design Management & Systems

Building & Mentoring Design Teams · Design Systems · Design-to-Code with AI · Consumer Scale

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Portfolio: [kymccarth.com](https://kymccarth.com) (password: letsbuild)

### SUMMARY

Product design leader who builds teams and still does the work. For over a decade I've hired, grown and mentored **design teams that ship high-craft consumer software to 18M+ people**, setting the critiques, standards and culture that keep quality high as a team scales. I partner with product and engineering to turn ambiguous, zero-to-one problems into shipped product. I lead close to the craft: I **still own the design system in Figma**, write the specs, and prototype in code with AI (Claude Code, Cursor, Figma AI). I've led design at the executive level and served as a board member of a six-product platform. What I want next is to **build and develop a world-class design team at Figma**.

### CORE SKILLS

**Design Leadership:** Design Team Leadership · Hiring & Recruiting · Mentoring & Career Development · Team Culture & Standards · Critiques, Reviews & Design Sprints

**Craft & Systems:** Product & Interaction Design · Design System Ownership · Figma (components & variants, variables & tokens, Auto Layout, Dev Mode, Code Connect) · Prototyping · Visual Craft (composition, typography, layout)

**Strategy & Influence:** Experience Strategy · Multi-Product Architecture · Storytelling & Communication · Cross-Functional Partnership (Product, Engineering, Research) · 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](https://sovrentech.io)*

##### Lead & Grow

- **Built and lead a design team of four to eight designers:** hired across levels, run critiques and design reviews, and coach to one consistent quality bar.
- **Develop designers from first job to lead**, giving them the framework, honest feedback, and room to do the best work of their careers.
- **Set experience strategy and the standards** and decision frameworks that keep design, product and a 100+ engineer org shipping consistently.
- **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

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

- **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.
- **Social (Parler):** home feed, Stories, short-form video, and live audio, with profiles and messaging, plus Studio, the creator earnings and analytics dashboard I designed and prototyped with AI. Web, iOS, Android. 18M+ people.
- **Pay:** a non-custodial wallet and social payments product with send/receive, assets, and staking, designed to make self-custody approachable. Web, iOS, Android.
- **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

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### 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

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