

Kyle McCarthy

SVP Product Designer

Consumer Product Design · Design Systems · Interaction & Prototyping · Design-to-Code with AI

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Portfolio: kymccarth.com (password: letsgo!)

SUMMARY

SVP-level product designer who ships high-craft consumer software end to end and owns the systems behind it. For over a decade I've designed and shipped products used by **18M+ people** across social, fintech, video, and commerce, on web, iOS, and Android. I own the cross-product design system, write the specs and PRDs, and **prototype in code with AI** (Claude Code, Cursor, Figma AI), handing engineering a working reference, not a flat comp. I lead experience at the executive level and have mentored a team of designers to one high quality bar, but I stay closest to the craft: the interaction, the system, and the last pixel.

CORE SKILLS

Craft & Execution: Product & Interaction Design · UX / UI · Prototyping · Visual Craft (composition, typography, layout) · User Research · iOS & Android · Responsive Web · Fintech & Payments UX · Trust & Safety UX

Design Systems: Design System Ownership · Components, Variants & Tokens · Auto Layout · Multi-Product Architecture · Design Ops

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

Leadership & Influence: Team Leadership & Mentoring · Critiques & Quality Bar · Cross-Functional Partnership (Product, Engineering, Research) · 0-to-1 in Ambiguity · Storytelling & Communication

PROFESSIONAL EXPERIENCE

SVP, User Experience

2022 – Present

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

CRAFT & SYSTEMS

- Design consumer products end to end across a six-product platform, on web, iOS, and Android, reaching **18M+ people** — from research and interaction to shipped, pixel-level UI.
- Own the **cross-product design system** (components, variants, tokens, auto layout), the single source the shipped products are assembled from, keeping design and a 100+ engineer org consistent.
- 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 — handing engineering a working reference plus exact specs, not a flat comp.
- Designed trust & safety and moderation tooling across five platforms: dense, high-stakes operator surfaces pairing human review with AI-assisted workflows.

LEAD & INFLUENCE

- Set experience strategy and the standards, critiques, and decision frameworks that keep design, product, and engineering shipping consistently.
- Hired, grew, and mentored a design team to one high quality bar, coaching designers from first job to lead. **Board Member, Sovren Technologies.** Portfolio reaches **\$60M+ in revenue.**

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; 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 designed within Sovren's six-product platform, a connected creator-economy ecosystem spanning web and native mobile.

- **Social (Parler):** home feed, Stories, short-form video, and live audio, with profiles and messaging, plus Studio, the creator earnings and analytics dashboard. 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.
- **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, prototyped in React with AI.
- **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.