Kyle McCarthy

Product Design Manager

(619) 408-0068 · kyle.mccarthy.p@gmail.com · linkedin.com/in/kylemccarthyp · kymccarth.com
Los Angeles, Dallas, or Remote

SUMMARY

Product design manager who owns the outcome end to end. At Sovren I lead twelve people, four of them designers, across products used by 15M+ people. I still design and ship production code, because the fastest way to hold a team's standard is to show it, not just review it.

SELECTED IMPACT

- $600K paid by one client for Triton Cloud, a developer console I took from a blank page to a working React product in under three weeks.
- Above 35% DAU/MAU on Pay, with under 0.2% of users ever losing access to a seed phrase.
- Manual-review email down 43%+, and response time on user-reported issues cut from over an hour to under 3 minutes.
- Hired five designers from 40+ interviews and ran every loop myself. One joined as a junior and now leads the team.

EXPERIENCE

SVP, User Experience (design team lead, five platforms)

2022 - Present

Sovren Technologies · Remote

One of Sovren's first four employees, reporting to the CEO. Social, streaming, payments, commerce, advertising, and cloud: 15M+ users on web, iOS, and Android, $60M+ in portfolio revenue, and 100+ engineers across five platforms.

TEAM AND DIRECTION

- **Team.** Twelve direct reports: four product designers, plus customer success, marketing, moderation, trust and safety, and compliance. Each designer owns a product area.
- **Operating rhythm.** Built how the team ships: daily standup, weekly crit, and cross-functional reviews, which cut rework and sped up handoff. Support reports to me, so failures come back as tickets.
- **Product direction.** Set the direction 5+ PMs and 100+ engineers built against, with final say on what shipped. I ship the PRDs, do the design, and commit the code, and I own QA sign-off.
- **Executive communication.** Run product demos for leadership, partners, and vendors, set pricing, and led the investor presentation to the CEO and board.

PRODUCT AND SYSTEMS

- **Design systems.** Unified the design systems behind five platforms on primitive, semantic, and component tokens enforced at build time. A change now ships once and lands everywhere, with consistent code and UX across every product. 11 one-off search bars became one component, and node hosting ($40K MRR) shipped with zero new components.
- **Triton Cloud.** On a growth mandate to sell owned, idle hardware to more developers, took the console from a blank page to a working React and Vite build in under three weeks as designer and engineer. The rest of engineering builds on that code, not a deck.
- **Pay.** Reversed the wallet from crypto-first to human-first after interviews with users in their sixties, and shipped it in one shared recipient component that tips, chat payments, and checkout all use.
- **Support automation.** Designed the classifier-scored triage queue for moderation, advertiser review, and support, keeping a human in the loop. Manual-review email fell 43%+, and response time on user issues went from over an hour to under 3 minutes.

- **Ad platform.** Took Sovren's main revenue engine from zero advertisers to paying customers as the only product person on a team of seven. Unified five ad surfaces, shipped in React, and replaced a four-step wizard with an accordion editor because advertisers edit campaigns dozens of times a week.
- **Acquisitions.** Integrated two acquired companies, Triton and Edgecast, into the platform.

Co-founder (product, design, and code)

2024 - Present

CrushSuite · Concurrent with full-time role

- **Zero to one.** Shopify apps that let wineries sell inside state shipping law, built in a year by four part-time co-founders. I own product and design. The compliance app is 5.0-rated and the suite ranks second in its category: 40+ wineries, $10K MRR.
- **Shipping code.** I write, merge, and deploy production code across the React and TypeScript front end, the APIs, and the Supabase and Postgres database, with CI on GitHub Actions. Built integrations with the Shopify, payments, and Claude APIs.
- **Automation and growth.** Automated client onboarding end to end with no manual steps, built the upsell path that moves clients to higher plans, grew clubs app downloads, and shipped analytics that show each winery how its store, customers, and products perform. Built the admin, support, and AI agent tools the team runs on.

VP, Design

2016 - 2021

Skylab Apps · Enterprise SaaS, white-label mobile and web

- **App factory.** Owned design for Skylab's white-label app factory, which automated generating and deploying client apps. My pattern library was reused across 200+ deployments.
- **Growth.** Onboarding and engagement redesigns contributed to 50% year-over-year user growth and $3M+ in sales. Rebuilt email for +13% opens and +4% click-through.

Project Engineer

2011 - 2016

I.E. Pacific, Inc. · San Diego, CA

- Managed three military-base renovation projects, $2M to $15M each, from bid through closeout, and delivered one about $2M under budget.

BUILT IN CODE

- **Triton console:** 62 routes, ten flows, 56 guardrail tests, and a design-token build check that fails on raw color.
- **kymccarth.com:** My portfolio is a repo I ship: GitHub to Vercel deploys, edge middleware for a server-side gate, and a 76-check QA harness on every push.

SKILLS

TEAM LEADERSHIP	design management, design vision, performance management, hiring
PEOPLE DEVELOPMENT	coaching, mentoring, career development, promotion cycles, player-coach
PRODUCT DESIGN	product design, product strategy, cross-functional leadership, user research
DESIGN SYSTEMS	design systems, design tokens, Figma variables, component architecture, accessibility (WCAG 2.2 AA)
ENGINEERING AND SHIPPING	prototyping in code, React, TypeScript, JavaScript, HTML and CSS, Supabase, Postgres, Docker, Git, GitHub, GitHub Actions, CI, Vite, Vercel, Shopify APIs, payments APIs, monitoring and analytics
AI-NATIVE BUILDING	Claude, Claude Code, Claude API, MCP, Cursor, Figma AI, AI agents, agentic AI, human-in-the-loop

EDUCATION

B.S., Construction Engineering | San Diego State University