Kyle McCarthy

Product leader and design expert. Payments, developer cloud and self-serve ads.

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Ten years building consumer and B2B products, the first half leading design. Since 2022 I have run **product and design together** at Sovren, a social, payments, video, commerce and cloud platform with 15M+ users. Took **Triton Cloud 0 to 1** to **$600K+** from its first client, moved the **Pay** wallet above **35% DAU/MAU**, and led product for the **self-serve ad platform**, now Sovren's largest revenue line. I run the user research, build the prototype in **Claude Code** and **Cursor** and write the PRD with engineering from it. I also lead Trust and Safety, Customer Experience and Community.

EXPERIENCE

Sovren Technologies · SVP, User Experience 2022 – Present

Product and design across social, payments, video, commerce and cloud: 15M+ users, 100+ engineers, $60M+ in portfolio revenue. One of the first four employees, reporting to the CEO. 12 direct reports across Design, Trust and Safety, Customer Experience and Community.

CONSUMER, PAYMENTS AND TRUST

- **Audio rooms:** Found listeners' raised hands hidden from hosts behind chat. Rebuilt the host's screen around them: rooms with two or more speakers rose 37%, against a 15% goal.
- **Pay wallet:** Owned the consumer wallet from research to release. Moved it from crypto-first to human-first after usability sessions with users in their sixties, carrying one recipient-selection change through tips, chat payments and checkout. DAU/MAU above 35%; under 0.2% of users have ever lost a seed phrase.
- **Pay rebuild:** Moved Pay onto Privy, Stripe's wallet stack, in four weeks against a six-month estimate: AI prototype first, PRD from it, seven engineers and two QA.
- **Payment services and partners:** Ran the revenue lines and integrations around the wallet: node hosting, now $40K MRR; a public SDK third parties install on their own sites; and Coinbase Top Up in February 2026, as the executive quoted at launch.
- **Trust and Safety:** Led moderation and 16 moderators. Cut the AI moderation bill 52%+ and moderator time 26%+, with time to action steady.

ENTERPRISE CLOUD AND B2B

- **Triton Cloud:** Led Sovren's developer cloud 0 to 1 to sell idle owned hardware: $600K+ from the first client. Sat with developers in the consoles they already used, had a working prototype in under three weeks and cut scope from 13 flows to 10.
- **Pricing and onboarding:** Owned the pricing model and the business sign-up flow, built to keep friction and drop-off low. Replaced grouped instance families with five flat tiers from $5, and required a payment method at sign-up to stop abuse, trading volume against the growth target.
- **Advertiser platform:** Owned the self-serve buy side across five ad surfaces as the only product person on a seven-person team. Replaced a four-step campaign wizard with one editable view, because advertisers edit live campaigns dozens of times a week.
- **Go-to-market:** Run the product side of B2B sales: demos for leadership, partners and vendors, customer success and account management. Oversee sales and marketing.

DESIGN AND DELIVERY

- **Design team and systems:** Hired five designers from 40+ interviews. Run four design systems across seven products, with four designers, myself included, covering all of them.
- **Product operations:** Own the development cycle with engineering: PRDs before design starts, daily standups, sprint planning, quarterly roadmap forecasts and QA sign-off before every release.

CrushSuite · Co-founder 2024 – Present

Shopify compliance and wine-club apps that let wineries sell inside state shipping law. One of four co-founders; I own product and design, part time alongside Sovren.

- **Product and pricing:** Own product, design, discovery and pricing for both apps. Idea to revenue in a year: $10K MRR, 40+ wineries, a 5.0 rating and the #2 app in its Shopify App Store category.
- **Sequencing:** Shipped compliance first: an unserved gap with a tightly defined audience, and the most trust-heavy step in the sale. Wine clubs, the revenue driver, rode that trust instead of building it at scale.

Skylab Apps · VP, Design 2016 – 2021

35-person studio selling white-label mobile and web apps to enterprise clients: a B2B product with a $100K sign-up price and 200+ clients. Led product and design and owned customer success, reporting to the CEO, with a team I hired.

B2B ACQUISITION AND ONBOARDING

- **Acquisition and onboarding funnel:** Designed and owned the funnel that took 200+ enterprise clients from a $100K signature to a launched app, and was the client-facing lead throughout.
- **Client research:** Ran onboarding sessions with clients directly and interviewed them during and after setup, using those interviews to keep iterating the onboarding process.
- **Growth:** Ran end-user onboarding and engagement through 50% year-over-year user growth and $3M+ in sales. Rebuilt the email program: +13% open rate, +4% click-through.

PLATFORM AND ADMIN

- **Command Center:** Designed the admin system clients used to build and run their deployments: content delivery, subscriptions, advertising, APIs and data pipelines, without the API docs.
- **White-label platform:** Owned the app factory that generated and deployed each client's app, and the shared pattern library 200+ client deployments reused instead of custom UI.
- **Feature portfolio:** Led product and UX for 35+ integrated features: chat, live streaming, events, advertising and gamification.

I.E. Pacific, Inc. · Project Engineer 2011 – 2016

- **Project delivery:** Ran three military-base renovations, $2M to $15M each, from bid through closeout. Brought one in about $2M under budget.

HOW I WORK

I'm a product manager who came up through design, so I can follow a decision three steps down to the person using it and see what it helps and what it breaks. Requiring a payment method at sign-up stopped abuse on Triton and cost us sign-ups; one recipient-selection change on Pay reached tips, chat payments and checkout. I'm strong with AI tooling: I build a working prototype myself in Claude Code, walk engineering through it, and we write the PRD together from the assumptions that walkthrough breaks. Research is where I'm deepest. I lead the interviews and usability sessions, from Pay users in their sixties to developers in their own cloud consoles, then sit with the engineers building it. We work in small tiger teams and move fast: Triton went from concept to a working prototype in under three weeks, with scope cut from 13 flows to 10. Customer Experience and Community report to me, so I read the tickets every release creates.

SKILLS

Product management: Product Strategy · Product Roadmap · 0 to 1 Product Development · Prioritization · Agile and Scrum · Customer Discovery · Product Requirements Documents (PRDs) · Go-to-Market Strategy · Pricing Strategy · Sprint Planning · Release Management · KPIs (DAU/MAU, MRR) · Cross-functional Leadership · Team Leadership and Hiring
UX and design: UX Design · User Research · Usability Testing · Design Systems · Interaction Design · Prototyping
Domains: B2B SaaS · Customer Onboarding · Admin Consoles · Fintech · Payments · Digital Wallets · Web3 · E-commerce · Cloud Infrastructure (IaaS) · Developer Platforms · Ad Tech · Creator Economy · Social Media · Live Video
Trust, safety and AI: Trust and Safety · Content Moderation · Human-in-the-Loop AI · Machine Learning Classifiers · Community Management · Customer Experience
Analytics and testing: Mixpanel · SQL · Looker · Google Analytics · Tableau · Optimizely · Hotjar
Product tools: Jira · Linear · ClickUp · GitHub · Confluence · Notion · Zendesk · Salesforce · Shopify
Design and AI tools: Figma · Lovable · Claude Code · Cursor · ChatGPT · OpenAI API · Model Context Protocol (MCP)

EDUCATION

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