

Kyle McCarthy

Staff Product Designer

(619) 408-0068 · kyle.mccarthy.p@gmail.com · [linkedin.com/in/kylemccarthyp](https://www.linkedin.com/in/kylemccarthyp) · kymccarth.com
Dallas, TX | Open to Remote and Southern California

SUMMARY

Ten-plus years shipping consumer software used by 15M+ people across social, fintech, video, and commerce. I have run design at the executive level, and the part I want back is the work itself: the research, the interaction design, the system underneath it, and a working React prototype built with Claude Code and Cursor that engineering builds against instead of a deck. I am looking for hands-on Staff or Senior individual contributor scope, where the title matches what is on my desk.

EXPERIENCE

SVP, User Experience

2022 - Present

Sovren Technologies · Dallas, TX (Remote)

One of Sovren's first four employees, in the design leadership seat the whole time. Board member, Sovren Technologies. Consumer platform spanning social, streaming, fintech, commerce, advertising, and cloud infrastructure: 15M+ users on web, iOS, and Android, across a portfolio reaching \$60M+ in revenue, built by 100+ engineers across five platforms.

- Designed the non-custodial wallet and social payments product, now above 35% DAU/MAU, with under 0.2% of users ever losing access to a seed phrase. Rebuilding recipient selection as one component meant live-room tips, chat payments, and checkout all inherited the fix without their teams touching anything.
- Built Sovren's self-serve advertising platform, the main revenue engine: five ad surfaces unified under one system, prototyped in React with Claude Code. I draft the PRD with engineers before I open a design file, prototype it, then ask them where I am overdesigning.
- Took Triton, a developer console, from a blank page to a working prototype in under three weeks. Sole designer, ten flows. One client has already paid \$600K for what shipped and plans to invest several million more.
- Shipped a node-hosting product, now \$40K MRR, without drawing a single new component. The design system already had everything it needed.
- Own the design system: primitive, semantic, and component tokens enforced at build time across five platforms. Five apps that read as five different companies are down to four systems, and the last merge is still in progress.
- Designed the moderation queue with an automated classifier score visible to human reviewers, and used the same pattern for advertiser review and support triage. I design the components that render uncertain model output and decide where a human stays in the loop.
- Run my own research. Interviews with users in their sixties reset the wallet's onboarding model, and splitting sign-up from log-in at the first screen stopped duplicate accounts being a support theme.

Founder and Product Designer

2023 - Present

CrushSuite · Concurrent with full-time role

- Shopify apps that let wineries sell inside state shipping law. Four co-founders, none full-time. I own all of the product and all of the design, and I build with AI tooling.
- The compliance app is 5.0-rated on the Shopify App Store, the clubs app has shipped, and the suite ranks second in its category, used by 40+ wineries at \$10K MRR.

VP, Design

2016 - 2021

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

- Contributed to 50% year-over-year user growth and \$3M+ in sales through onboarding and engagement redesigns. Rebuilt the email system for a 13% lift in open rate and 4% in click-through.
- Built the design system and pattern library that 200+ white-label deployments reused instead of building their own UI for every client.
- Led product, UX, and interaction design across 35+ integrated features: chat, live streaming, events, advertising, gamification.
- Worked with engineering to give ad-tech, API, and data-pipeline systems an operator UI that did not require reading the API docs first.

Project Engineer

2011 - 2016

I.E. Pacific, Inc. · San Diego, CA

- Ran commercial construction projects from bid through closeout: scope, budget, schedule, submittals, RFIs, change orders, and everyone from the architect to the inspector.
- Tracking every dependency on a job site is the same habit I use to run a design system.

SELECTED PRODUCTS

- **Ad Platform:** Five ad surfaces unified under one system, self-serve, prototyped in React. Sovren's main revenue engine.
- **Pay:** Non-custodial wallet and social payments. DAU/MAU above 35%, under 0.2% seed-phrase loss, \$40K MRR from node hosting.
- **Social:** Home feed, Stories, short-form video, live audio, messaging, and Studio. 196 features counted against the codebase. 15M+ people.
- **Triton:** Developer console, 0 to 1, sole designer, ten flows built in under three weeks. One client has paid \$600K for what shipped.
- **Play:** Short-form, long-form, and livestream video with creator monetization in one workflow.
- **Shop:** Creator commerce with storefronts on Play profiles; checkout settles through Pay.
- **Design System:** Primitive, semantic, and component tokens enforced at build time across five platforms. Five apps once read as five different companies; four systems now, the last one still in progress.

SKILLS

PRODUCT DESIGN	product design, interaction design, information architecture, growth, wireframes and flows, 0-to-1 product design
DESIGN SYSTEMS	design systems, design tokens, Figma variables, component architecture, accessibility (WCAG 2.2 AA)
RESEARCH AND STRATEGY	user research, usability testing, design vision, roadmap, stakeholders, metrics, feedback loops
AI AND PROTOTYPING IN CODE	agentic AI, human-in-the-loop, prototyping in code, Claude Code, Cursor, React, Figma AI
TOOLS AND DOMAINS	Figma, APIs, observability (Triton), fintech and payments, trust and safety, developer tools and cloud infrastructure

EDUCATION

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