

Kyle O'Neill — Resume

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Senior Product Designer · AI-Native Products

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SUMMARY

I'm a senior product designer with 8+ years shipping products people use. I turn dense, complex systems (governance, marketplaces, data dashboards) into interfaces people trust, and I ship them fast with an AI-native workflow. Highlights: Realms, a governance and community platform that supported about \$2.5B in managed assets at its peak; Brawlers, a game that did \$350M+ in its first week (CNBC); and Matchday, which grew from 190K to 2M users. I use AI in every stage of my process, from research synthesis to Figma-to-code, so I spend more time on strategy and ship faster.

SELECTED IMPACT

- **Realms:** designed v2 of a governance and community platform used by **4,000+ organizations**, supporting **about \$2.5B in managed assets** at its peak.
- **Brawlers: \$350M+ in its first week** (CNBC). Covered by TechCrunch and CNBC.
- **Matchday:** grew total users from **190K to 2M** by optimizing acquisition flows and designing monetization features.
- **2 hackathon awards** (2024 and 2025) for the Realms entries Marshmallow and Tatami.

EXPERIENCE

Paradise Engineering: Freelance Product Designer

Jul 2026 – Present · Remote

- Take MVPs from concept to launch in a few weeks using an AI-augmented design pipeline, compared with 3+ months of traditional design and build.
- Ship production HTML straight from Figma with Claude and Figma MCP, with no spec handoff.
- Use LLMs for research synthesis and competitor UX teardowns, and use AI wireframing to test more directions before going to high fidelity.
- Keep per-client context files (brand rules, component specs, prompts) so AI output stays on-system. Most requests turn around in 48 hours.

Realms: Product Designer (lead designer on a team of 6)

Jan 2024 – Jul 2026 · realms.today

- Designed v2 of a governance and community platform used by 4,000+ organizations, supporting about \$2.5B in managed assets at its peak. The question behind it: how do you replace traditional corporate hierarchies with transparent, democratic structures?
- Redesigned the entire existing platform (the Realms engineering team built it from my designs): simplified the UX, made every feature work well on mobile, and brought proposals, multi-choice voting, shared-fund management, and delegation into one place.
- Built flows and UI architecture on the social-platform patterns users already know best, so complex governance felt familiar.
- Evaluated competing governance platforms and A/B tested our own designs. The redesign improved conversion for onboarding, proposal creation, and voter turnout.
- Won 2 hackathon awards (Marshmallow, Tatami; 2024, 2025).

Matchday: Product Designer

Jan 2023 – Jan 2024

- Grew total users from 190K to 2M by optimizing acquisition flows and designing monetization features.

- Designed FIFA-licensed marketplaces and digital-collectible games for the FIFA Women's World Cup 2023. Featured in ESPN, Yahoo Sports, EuroGamer, and The Sun.

Digital-Collectibles Platform: Product Designer

Aug 2021 – Dec 2022

- Designed marketplaces, data explorers, games, and promotional websites.
- **Network Explorer:** redesigned it from the ground up, turning dense, real-time network data into a dashboard that reads at a glance on desktop and mobile.
- Designed a cross-platform asset transfer flow that moves digital collectibles between platforms and back.
- Led a supporting designer on projects including Brawlers.
- **Brawlers:** \$350M+ in its first week (CNBC). Covered by TechCrunch and CNBC.
- **vIRL Marketplace:** linked physical items to digital ownership and became the most-used marketplace on the platform.

Toptal: Freelance Product Designer

Oct 2019 – Aug 2021

- **The Weather Channel:** built a TV streaming app for web, mobile, tablet, and TV (Roku, Apple TV, Fire TV).
- **Technology incubator client:** created branding and marketing materials, plus the brandmarks for Matrix Exchange and Digital Finance Group.

Slips: Founder

Dec 2017 – Sep 2019

- Co-founded a gaming startup. Raised capital from Digital Finance Group and joined a startup incubator in San Francisco.

SKILLS

Tools: Figma, Adobe Creative Suite, Claude (Code, Projects, API), Figma MCP, ChatGPT / Perplexity, Higgsfield

AI workflow: prompt and context engineering, AI research synthesis, AI prototyping and wireframing, Figma → production code

Knowledge: data dashboards and explorers, governance and community platforms, marketplaces, mobile (iOS/Android), responsive web, OTT applications, game design

Practice: design thinking, product focus, comfort with ambiguity, collaboration, branding, prototyping and wireframing

AWARDS

Hackathons: 2 awards for Realms entries Marshmallow and Tatami, 2024 and 2025

EDUCATION

BA, Communication Design, Metropolitan State University of Denver, Aug 2012 – Apr 2016