Kyle O'Neill

Senior Product Designer



8+ Years
Experience

AI Native
Workflows

$300M+
Revenue Generated

Freelance

Designer

Jul 2026 - Present

- Took an MVP from concept to launch in a few weeks with an AI-augmented design pipeline, vs. 3+ months of traditional design and build
- Ship production HTML from Figma with Claude and Figma MCP, no spec handoff
- LLMs for research synthesis and competitor UX teardowns, and AI wireframing to test more directions before high fidelity

Realms

Lead Product Designer

Jan 2024 - July 2026

- Designed v2 of a DAO platform on Solana with 4k+ orgs and $2B+ in TVL
- Translated complex governance concepts into simplified flows built on familiar UI/UX patterns

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 NFT games for the FIFA Women's World Cup 2023, featured in ESPN, Yahoo Sports, EuroGamer and The Sun

WAX Blockchain

Product Designer

Aug 2021 - Dec 2022

- Designed marketplaces, block explorers, NFT games, and promotional websites
- Designed Blockchain Brawlers: $1B+ in volume and $350M+ in its first week. Featured in TechCrunch, CoinDesk, and CNBC
- Designed the vIRL Marketplace, connecting physical items with digital ownership; it became the most-used marketplace in the WAX ecosystem

Toptal

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)
- **Ethereum Classic Labs:** created branding, marketing materials, and the brandmarks for Matrix Exchange and Digital Finance Group

Tools

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

AI Workflow

- Prompt & context engineering
- Agent workflows
- AI research synthesis
- AI prototyping & wireframing
- Figma → production code

Knowledge

- Mobile (IOS / Android)
- Responsive web
- Design Systems
- Agentic Workflows
- Blockchain
- Game design

Awards

Colosseum Hackathons

Marshmallow / Tatami

2024 / 2025

Education

Metropolitan State University of Denver

BA Communication Design

Portfolio Website →

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