

Kyleigh Smith

Senior Product Designer with 10+ years experience in design, research and product roles at B2C and B2B startups.

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EXPERIENCE

Founding Product Designer Dec 2024 – Present

Quotient (Seed-stage B2B, Developer Experience)

- Sole product and design hire, owning end-to-end discovery and design for multiple 0 to 1 data and AI-focused product offerings such as AI ROI and AI Impact
- Repositioned Quotient for the evolving AI market, reworking core UX and leading AI Opportunities project, an LLM insight + action recommendation system
- Conducted research and owned customer success calls with CTOs at notable companies such as Abridge, Rho, Bubble, Choice Hotels

Senior Product Designer Aug 2022 – Feb 2023

Peerspace (Series B, Marketplace)

- Increased payment page conversion by 7% to a year-high of 61% on mobile web by aligning stakeholders, delivering impact in 2 weeks
- Delivered design solutions for new features such as Split Payment across responsive web and iOS in 7 languages

Founder + Growth Designer Feb 2021 – Aug 2024

Freelance + Entrepreneurial Projects

- Built the 1st-ever SMS and AI powered habit tracker with 45% D30 retention and grew it to 1000+ organic signups
- Built analytics dashboards (Mixpanel, SQL) to inform product roadmaps
- Grew client’s organic reach to 1M+ impressions in 6 months via strategic content

Founding Product Designer Apr 2019 – Mar 2021

Moment (Seed-stage B2C Mobile App)

- Ran user research and experiments to inform roadmap for iOS app with 100k+ MAU
- Led end-to-end design for 0-to-1 apps; shipped MVP in 1 week, 8k users gained

UX Product Designer Feb 2016 – May 2018

Sidebench (Design & Dev Agency)

- Led UX design and research for 30+ projects; 50% expanded into new contracts
- Built user research operations from scratch including on-site ethnographies

UX Researcher Jun 2015 – Feb 2016

Scopely (Series A Mobile Games)

- Conducted quantitative and qualitative research for #1 games played by millions

LEADERSHIP & SPEAKING

UX/UI Mentor @ Springboard 2018 - 2022

Design & Dev Methodologies 2018

Healthbox Foundry Program

Intro to Design Thinking 2017

Society for Healthcare Improvement

EDUCATION

University of California, Los Angeles

B.S. in Cognitive Science, Computing Specialization

Reforge

Growth Series
Retention & Engagement

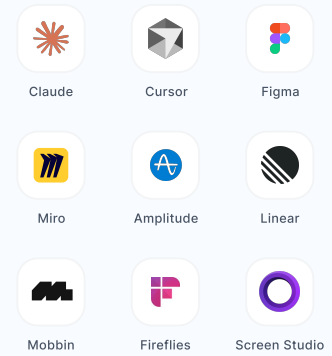
Thinkful

Full Stack Web Development

UCLA Extension

Design Thinking I

TOOLS



RECOGNITION

2021 Product Hunt Maker Grant

2021 On Deck Demo Day Finalist

2021 On Deck Global Build Weekend Finalist

2018 BCGDV AI Hackathon Runner Up

2018 Adobe Creative Jam Winner

2017 Mobile UX Award Winner

OUTSIDE OF WORK

Ranked Gold 2 on Halo
NYT Sunday Crossword
Tinkering on side projects