

Kyleigh Smith

End-to-end, AI-first product builder with 10+ years experience in design, research and product roles at early-stage B2C and B2B startups.

 San Francisco, CA  available upon request  kysmith13@gmail.com

EXPERIENCE

Founding Product Designer Dec 2024 – Present

Quotient (Seed-stage B2B SaaS)

- Sole product hire, drove 3 AI-focused product areas from 0 to 1, while influencing product strategy and company priorities via continuous discovery and research
- Repositioned Quotient as an AI-first product, reworking core UX and creating AI Opportunities, an LLM recommendation system central to how product is sold
- Led discovery and design for AI Impact Report, a key engagement and retention driver for customers such as Abridge, Rho, Bubble, Choice Hotels
- Created and pitched a GTM strategy around a shareable AI Maturity Model asset, now the #1 source of leads in 2026 and basis of CEO's QCon keynote

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 around simple UX fixes, delivering impact in 2 weeks
- Delivered design solutions 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 D1/D7/D30 retention of 88%/71%/45% 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 Designer & UX Researcher 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


Claude Cowork


Cursor


Figma


Miro


Amplitude


Linear


Mobbin


Fireflies


Screen Studio

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
Scrolling Substack
Tinkering on side projects