

Kelly McCann

Product designer & builder

I take early-stage products from sketch to launch, or jump into young teams and sharpen what they've already shipped.

I love untangling gnarly systems and rebuilding them to be simple, usable, and delightful. I've shipped across healthcare, fintech, HR tech, B2B SaaS, and e-commerce.

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Website

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Phone

(678) 296-0465

Location

Brooklyn, NY

Social

LinkedIn

kellyjmccann

Mentorship

ADPList

January 2023 - Current

Design Mentor

Education

University of Massachusetts - Boston

B.S. in Studio Art · 4.0 GPA

Tool stack



Figma · Codex · GitHub · Claude · Claude Code
HTML/CSS · VS Code · UserTesting · Loom · Notion
Webflow · Google Workspace

Experience



Lattice
Builder · Design & Product Lead

Mar 2026 - Present · New York

- Lattice's first "builder," working across product, design, and engineering
- Leading two 0→1 AI products: Continuous Performance and AI Coaching
- Championed AI workflow architecture built for reliable evals and low model costs
- Signed 5 design partners for beta (goal: 3)
- Presented the Continuous Performance vision at Lattiverse, Lattice's annual conference

Staff Product Designer

Oct 2024 - Mar 2026 · New York

- Owned design for Lattice's global AI agent, Payroll, and Benefits Administration products
- After AI chat launched, Lattice beat its AI adoption goal by 132%
- Built and evangelized the AI design system, now adopted company-wide
- Institutionalized motion and interaction design in design handoffs via coded prototypes
- Mapped payroll and benefits workflows using Object Oriented UX



Salesbricks
Staff Product Designer

Mar 2024 - Oct 2024 · New York

- Redesigned the buyer checkout, reducing average time-to-close by 8 days on average
- Rebuilt a struggling design org and design system into a strong foundation
- Partnered with the Head of Product to overhaul how the team built product
- Restructured the app's information architecture and navigation
- Mentored UI engineers on design systems, front-end craft, and interaction details



Consultant
Fractional Head of Design /
Founding Product Designer

Jan 2023 - Mar 2024 · New York

- Took eight 0→1 products from concept to launch for seed-stage startups
- Designed and built StretchDollar's sign-up flow, beating its pre-raise sign-up goal by 140%
- Designed DualEntry's first product, which the founders pitched to close a \$6M seed round



Retirable
Lead Product Designer

Mar 2022 - Dec 2022 · New York

- Led three 0→1 product lines from idea to launch
- Shipped Retirable's spending card as PM and design lead, 126% over adoption goal
- Established a design-led product development process with the founding team
- Evangelized, designed, and built Retirable's first design system



Decent
Lead Product Designer & PM

Feb 2021 - Mar 2022 · Seattle

- Ran both UX and product management, owning all product, design, and research
- Led the product side of the company's pivot to a PEO model
- Grew the product team from 1 to 3

Product Designer

Jun 2020 - Feb 2021 · Seattle

- Sole product designer; built the design system and launched the Webflow marketing site
- Established and ran the research and customer development programs
- Designed and built a self-serve health insurance enrollment flow



thoughtbot
Product Designer

Mar 2019 - Jun 2020 · Boston

- Led client projects for Harvard Business Review, Teikametrics, Seniorlink, and CipherBio
- Owned client relationships, design sprints, scope, research, design, and coded front-end work
- Helped win new client engagements by shaping product strategy in sales pitches



Richline Digital
Product Design Manager

May 2018 - Mar 2019 · Boston

- Promoted to lead a design team of three
- Led design and front-end across brand launches and CMS migrations

UX Designer

Dec 2017 - May 2018 · Boston

- Shipped e-commerce sites and brand launches for Richline's jewelry brands
- Owned the work end to end, from research and wireframes through front-end build



MIT Open Learning
User Research Manager
(contract)

Oct 2016 - Oct 2017 · Boston

- Ran user research for MIT's online learning programs



Selventa
Frontend Developer

Aug 2014 - Jul 2016 · Boston

- Designed and built front-end interfaces end to end
- Managed client relationships, scoped work, and wrote acceptance criteria with engineering

Skills

Product design

AI interaction design

Complex systems design

Design systems

Interaction & motion design

Prototyping in code

Collaboration & influence

Setting org-wide standards

Cross-functional leadership

Building design practices

Founder & exec partnership

Product & strategy

0→1 product development

AI product strategy

Product management

AI evals & quality

Discovery & user research