

Kyle Larson

Staff Product Designer who takes products from strategy to shipped code. 15+ years designing complex B2B SaaS, from leading AI features at NetDocuments to owning client projects end-to-end at a software agency. Founder of Lucky Lab Design, with self-built products reaching \$326K in revenue.

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Minneapolis, MN

EXPERIENCE

Staff Product Designer · NetDocuments

Staff Oct 2026 – Present, Senior Mar – Sep 2026

Remote

- Lead design for the AI features that help legal teams find, understand, and organize their documents on NetDocuments' reimagined platform, shipping my own designs to production through regular pull requests.
- Designed the AI experiences that turn the thousands of documents in a legal matter into one clear view of its key facts, people, and dates.
- Use AI to find design-system gaps and inconsistent usage across product areas, then fix them directly in production code, making the design system more consistent and ready for AI-assisted development.
- Built an internal AI design platform from the ground up, used by designers, PMs and engineers to prototype, audit products and move prototypes straight into the codebase.
- Led the new mobile app from zero to a working cross-platform app: scoped the MVP, ran usability testing with attorneys at the U.S. Attorney's Office, and handed it off to engineering for launch.
- Received an AI Innovation Award in the company's first round of AI recognition for the mobile app and the internal AI design platform.

Senior Product Designer · Emergent Software

Aug 2015 – Mar 2026

Remote

- Led product design for 15+ client B2B and B2C platforms across healthcare, agricultural finance, real estate, hospitality, retail and government, owning client relationships, scope and budgets from discovery through launch.
- Led the Polywater Pull Planner's move from a legacy Windows app to a web SaaS for cable engineers. Added multi-project management, custom cables, user management and smart warnings, plus an online registration flow that gave the client usage and marketing data.
- Turned dense, high-stakes workflows into clear tools, including an iPad crop-insurance calculator for Compeer's field agents and Pinpoint, a SaaS that helps companies find and contest unfair property tax assessments.
- Delivered production front-end code alongside designs, including The Tile Shop's e-commerce redesign and Kalahari Resorts' booking and ticketing site.

Founder & Product Designer · Lucky Lab Design

Oct 2013 – Present

Eden Prairie, MN

- Designed, coded and grew a portfolio of web products to 1.6M monthly pageviews and \$326K in revenue.
- Built SnappyCharts, a chart-builder SaaS, from Figma to launch in about 3 weeks with Cursor. It uses the OpenAI API to generate chart data.
- Shipped GoalChamp to the iOS App Store, rebuilding a web app as a native app with AI-assisted coding.
- Ran A/B tests that grew advertising revenue 348% over 2 years.

SKILLS

Design

Figma, prototyping, design systems, mobile, interaction & visual design, data visualization, WCAG accessibility

Product

Product strategy, specs / PRDs, AI & LLM product design, human-in-the-loop AI, complex B2B workflows

Build

Claude Code / Design, Cursor, GitHub PRs, HTML, CSS, JavaScript, OpenAI API

Research

User interviews, usability testing, A/B testing, analytics, journey mapping

RECOGNITION

AI Innovation Award

NetDocuments, 2026

Promoted to Staff

NetDocuments, 7 months after joining

EDUCATION

University of Minnesota

Art

Stephen Few

Table & Graph Design / Information Dashboard Design

UX Designer · Adobe Workfront

Feb 2014 – Aug 2015

Bloomington, MN

- Collaborated within Agile teams to design features for a SaaS work management platform.
- Facilitated design thinking workshops, journey mapping, and user research to align cross-functional teams around user needs and define the product roadmap.
- Designed prototypes and conducted usability testing with clients like Red Bull, ESPN, and Cisco Systems.

Senior Web Designer · Milestone AV (Legrand)

Jun 2007 – Feb 2014

Eden Prairie, MN

- Promoted to Senior Web Designer; increased unique visitors by 62% through UX improvements, A/B testing, analytics, and SEO.
- Designed branded partner portals for Best Buy, Dell, and Sony.