Kye Dipboye

Product Designer · Strategy to shipped code · 7+ years

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SUMMARY

Product designer and design engineer for AI-native products. At HubSpot, one of four designers selected to redefine Marketing Hub for AI, setting the direction for its marketing organization. Now founding designer at Northstar, shipping production code end to end with Claude Code, Codex, and Cursor.

EXPERIENCE

Northstar · Founding Designer · Jun 2026 – Present

Early-stage startup building an AI-native super app for work, bringing email, calendar, meetings, planning, CRM, and an expanding suite of tools together around a single AI context layer.

- **Left a senior role at HubSpot to build from zero as a startup's first designer.** Own product and design end to end on a 25-person team.
- **Build and ship end to end,** from functional prototypes to production front-end and back-end code, QA, and bug fixes, handing off ML work once the interface is built.
- **Designed the shared brain behind every tool.** A meeting becomes tasks, a contact carries every thread, and every AI answer shows its source. People control what it can see and correct it when it's wrong.
- **Designed the path from first sign-up to daily habit.** A clear way in, an early "wow" moment, and a loop that brings people back. Most new users now act on a task in their first session.
- **Lead research with a 100-user alpha** as design partners, from onboarding through usability testing.
- **Drove the decision to launch to prosumers before enterprise,** prioritizing demand evidence and early revenue over fundraising and enterprise sales.

HubSpot · Senior Product Designer, Marketing Hub · Jan 2025 – Jul 2026

CRM and marketing platform; Marketing Hub is its flagship marketing product.

- **Selected as one of four designers to redefine Marketing Hub for AI.** Presented the vision to the CEO and featured it at HubSpot's Spotlight launch event. It became the direction for HubSpot's marketing organization and informed Loop Marketing, the AI-era framework HubSpot's CEO announced at INBOUND.
- **Led design for HubSpot's AI video and social products:** AI video clipping, a rebuilt video editor, screen capture with script generation, an autonomous Social Agent with brand voice training, and AEO tools.
- **Shipped measurable wins.** The clipping agent drove a 40% lift in rich media impressions. Users who trained their brand voice posted with HubSpot's AI tools 47% more often. The video editor raised CSAT 14%, and the Social Agent was HubSpot's most popular agent at launch.
- **Led the 300-person design organization's move to Claude Code.** Secured early access, defined the workflows, and built the coded knowledge base that serves as the source of truth for Claude Code and Figma MCP across the org.
- **Partnered with engineering on a sandbox repository** where designers prototype in production code and submit their work as pull requests.
- Won two Craft with Care awards.

Kajabi · Senior Product Designer, Growth & Commerce · Jan 2023 – Jan 2025

All-in-one platform for creators selling courses, coaching, and memberships.

- Led design for the Growth and Commerce teams, spanning onboarding, payments, and checkout.
- Led Onboarding 2.0, a multi-phase rebuild of new-customer onboarding. Completion more than doubled (28% → 64%), new subscribers rose 30% a week, and churn fell to 3%, its lowest since 2019.
- Core designer on Kajabi Payments, the company's in-house payments platform, including billing tools for receipts, tax jurisdictions, and purchase history. 79% of customers moved to Kajabi Payments, sharply reducing the company's reliance on Stripe and PayPal and making it one of its largest revenue drivers.
- Redesigned checkout, which reached 83% adoption and was featured as a headline launch at Kajabi Hero Live, the company's customer conference.
- Received nine peer bonuses from senior leadership and teammates.

SeekOut · Product Designer · May 2022 – Mar 2023

AI-powered talent search and recruiting platform.

- Lead designer for SeekOut Grow, a new marketplace business launched by an internal venture team. Designed and launched the marketplace and its applicant tracking system from 0 to 1, winning its first two customers: a Fortune 500 company and a late-stage startup.
- Wrote and pitched a product development plan to senior leadership that improved the team's process and was recognized by the CEO at an all-hands.
- Owned search and filtering UX, an online course marketplace, and a full refresh of the product UI.

Tethr · Product Designer · Mar 2021 – May 2022

AI-powered conversation analytics for customer experience teams.

- Sole product designer for a platform that analyzes customer conversations with AI, owning design end-to-end.
- Designed data dashboards, call archives with audio playback and transcripts, search and filtering, a survey builder, and ML script-writing tools for admins. Built the design system from the ground up.
- Shipped features that cut customers' QA call-monitoring time by 70%, during a period of 100%+ net revenue retention.
- Ran monthly feedback and design testing sessions with customer stakeholders at Apple and Peloton.

Earlier Experience · 2019 – 2022

Freelance and contract product design for clients including ZeroDown. Designed the MVP of Roth River, a spirits barrel-tracking platform, which won its first major customer, Bacardi. Other work included a med-tech company's flagship mobile app, supply chain and 3PL software, and consumer mobile apps.

EDUCATION

University of British Columbia · Bachelor of Arts (B.A.) in Psychology

Languages: English, Japanese, Spanish