KAYLA LAKE

408 310 3586 | lake.kayla11@gmail.com

Recognized internally as a trusted design partner who excels in storytelling, inspires alignment around customer needs, and delivers high-quality, user-centered experiences.

SKILLS

UX STRATEGY & LEADERSHIP

- Storytelling & Presentation
- Cross-functional Leadership
- Design Facilitation
- Mentorship
- Design Systems

DESIGN

- AI / Agentic Experience Design
- Interaction Design
- Information Architecture
- Prototyping (Figma)
- Accessibility

RESEARCH

- Usability Testing
- Behavioral Analytics
- Experimentation & A/B Testing
- Data-Informed Decision Making

FRONT-END KNOWLEDGE

- Github
- HTML/CSS
- React

EDUCATION

CALIFORNIA POLYTECHNIC STATE UNIVERSITY

Bachelor of Science Graphic Communication
Concentration in Web & Digital Media

COMMUNITY LEADERSHIP

WOMEN IN DESIGN CO-LEAD

GoDaddy, July 2022 – Jan 2024
Created and led the "Pocket Tips" initiative, designing workplace inclusivity resources that were widely shared across the organization.

EXPERIENCE

SR. LEAD UX DESIGNER — Mar 2025 - Present

GoDaddy

- Shaped the end-to-end customer experience across GoDaddy's Marketing ecosystem, mentoring designers and aligning experiences across multiple product areas.
- Led end-to-end UX strategy, design, and validation for GoDaddy's Agentic Marketing Vision, creating a shared roadmap for how AI could proactively support customers throughout their marketing journey.
- Expanded GoDaddy's AI Marketing Assistant from delivering marketing recommendations to helping customers actively execute on their marketing strategy.
- Leveraged behavioral insights, usability testing, and experimentation to validate assumptions, uncover friction points, and drive data-informed UX improvements.

LEAD UX DESIGNER — Sep 2022- Mar 2025

GoDaddy

- Developed a new strategy for the Marketing Planner tool through user research and testing, resulting in a **230×** increase in feature adoption.
- Collaborated with Google and Yelp to integrate a multi-platform advertising experience that enabled small businesses to create and launch ads directly from GoDaddy.
- Improved SEO Wizard completion rates by **10%** through experimentation, A/B testing, and iterative releases.
- Championed adoption of FullStory, establishing recurring "Watch Parties" that helped teams identify friction points, prioritize UX investments, and drive meaningful product improvements.

SENIOR UX DESIGNER — Feb. 2021 – Sep. 2022

GoDaddy

- Led recurring cross-functional working sessions to identify opportunities and prioritize UX improvements across GoDaddy's Digital Marketing platform.
- Improved Facebook Ads flow conversion rates from **9% to 25%** through experimentation, user insights, and iterative design improvements.
- Expanded front-end development knowledge to support high-quality, pixel-accurate experiences.

UX DESIGNER II — Dec 2018 – Feb 2021

GoDaddy