

# KAYLA LAKE

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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.

### 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 **230x** 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