

# KAYLA LAKE

408 310 3586 | lake.kayla11@gmail.com

Passionate and highly-organized designer, driven by the unique power of visuals to invoke empathy and aid in story-telling

## SKILLS

### COMMUNICATION

Conversations come easily with people of all walks of life. Extensive experience leading projects and facilitating discussions across cross-functional teams.

### FLEXIBILITY

Unafraid to re-work ideas and go back to the drawing board in order to arrive at the best result.

### SOFTWARE

- » Figma
- » Sketch
- » Adobe Suite
- » Visual Studio Code
- » Mixpanel
- » Google Analytics

### PROGRAMMING

Proficient in

- » HTML/CSS

Familiar with

- » GitHub
- » React JS

## EDUCATION

### CALIFORNIA POLYTECHNIC STATE UNIVERSITY

Bachelor of Science Graphic Communication  
Concentration in Web & Digital Media

### INSTITUT DE CATHOLIQUE PARIS, FRANCE

Intensive Intermediate French III

## EXPERIENCE

### LEAD UX DESIGNER

Sep. 2022+

#### GoDaddy

- » Works closely with product and engineering stakeholders to create meaningful, user-centered solutions for GoDaddy's Digital Marketing tooling suite.
- » Drives innovation by using both qualitative and quantitative data to make informed design decisions that align with overarching company vision.
- » Gracefully accepts feedback from design, product and engineering teams alike.
- » Utilized user testing to develop a design strategy for GoDaddy's Marketing Planner tool that resulted in a 230x increase in use.
- » Closely collaborated with partners at Google and Yelp to design an experience that allowed users to create and launch digital ads across multiple platforms without leaving GoDaddy.
- » Increased the completion rate of GoDaddy's SEO wizard tool by 10% through A/B testing and experimentation.

### WOMEN IN DESIGN CO-LEAD

July 2022- Jan 2024

#### GoDaddy

- » Lead bi-weekly meetings for the Women in Design employee resource group.
- » Established the Office Hours program that provide a safe, open space for peers to ask for and give feedback on professional and personal projects from other designers.

### SENIOR UX DESIGNER

Feb 2021 – Oct 2022

#### GoDaddy

- » Created and led weekly working sessions with product and engineering stakeholders to prioritize re-investments into the user experience of GoDaddy's Digital Marketing tools.
- » Improved the conversion rate of the Facebook Ads flow from 9% to 25% through experimentation and A/B testing.
- » Expanded knowledge of front-end development and contributed to project's codebases to ensure pixel-perfect experiences.

### UX DESIGNER II

Dec 2018 – Feb 2021

#### GoDaddy

- » Grew knowledge of analytics tools and used quantitative data to support design proposals.
- » Expanded leadership role by organizing an initiative to establish design libraries for common UI patterns within Marketing products.
- » Streamlined the design/engineering workflow on my team.
- » Acted as a personal and professional mentor to design interns.