KAYLA GOODISON

UX Designer | Senior UX Designer | Product Designer | Senior Product Designer

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To quote TRON, "I fight for the users." As a passionate UX Designer with 2+ years of experience in technology and games, I specialize in building research-backed design solutions that align business goals with user needs. As a result of my decade as a composer, I am proficient in project management, information hierarchy, and team collaboration. With this combination of unique skills and experiences, I am qualified to take the initiative on any UX design project and communicate with various product team members.

WORK EXPERIENCE

EverDriven Technologies, LLC · *UX Designer*   *April 2022 - Present*

- **Reduced information wait times for a new persona group by up to 75%** through research and iterative design of a first-to-market app.
- Created a streamlined user experience with fewer rage clicks and a more efficient workflow by upgrading the company's Transportation Request Form designs and flow.
- **Increased user workflow confidence by 30%** by spearheading usability testing of an internal-facing product,
- Generated feature recommendations that could **save the company $3 million in productivity** through devising and leading generative research for the EverDriven District Portal team.
- United product managers and designers on planning and research goals for a new product initiative to align the company with market competitors.
- Bridged the gap between the Marketing and Design teams to ensure a unified brand style and voice.

Impulse Squared · *UX/UI Designer*   *April 2021 - Present*

- Conceptualized and designed the company website, from UX research to the current prototype.
- Orchestrated the creation of company branding, allowing for the generation of future promotional materials and a strong brand voice.
- Envisioned, designed, and built a proof-of-concept version of a potential flagship game for the company.

Covius Services, LLC · *Form Development and Support Specialist*   *November 2016 - November 2020*

- Implemented and maintained a library of over 1,000 documents, **reducing generation and presentation time by 80%**.
- Utilized a Visual Basic program to update and publish various mortgage documents per client and internal review.
- Collaborated with coworkers by testing and proofing to promote consistency in language and visual layout between document iterations.

VOLUNTEER WORK

NUXers · *Organizing Member*   *October 2023 - Present*

SKILLS

Tools: Figma · Miro · Jira · QuantumMetric · Maze · Trello · Unity · Microsoft Clarity | **Languages:** HTML · CSS · C#
Skills: Wireframing · UI Prototyping · Artifact Creation · Information Architecture · UX/UI Design · UX Research · Accessibility · Visual Design · Intrapersonal Skills · Creative Thinking · Agile

EDUCATION AND CERTIFICATIONS

Professional Certificate in Game Design · *MITxPRO*   *September 2023*
Visual Design: The Ultimate Guide · *The Interaction Design Foundation*   *November 2022*
Designing for Accessibility · *Uxcel*   *December 2021*
HTML for Designers · *Uxcel*   *December 2021*
Certificate in UX/UI Design · *Thinkful (Immersive Program)*   *September 2021*
Introduction to Coding · *SheCodes Workshops*   *November 2020*
Bachelor's of Music, Music Composition · *University of Colorado-Boulder*   *May 2016*