Kayla Go

Product Designer | Oakland, CA | hello@gokayla.com | linkedin.com/in/gokayla | gokayla.com

Work

Springboard | Product Designer | December 2022 - January 2026

- Led **end-to-end design** for mentor call recordings and AI summaries, from user research and workflows through UI, engineering handoff, UAT, and launch
- Designed personalized goal-setting and progress tracking experiences, contributing to **+12% retention and +15% completion rates**
- Led student interviews and research synthesis, translating insights into product requirements, user flows, and design decisions
- Partnered with Product, Engineering, Legal, and Program teams on a complex consent experience, exceeding the student adoption goal with **82% consent**
- Helped build and scale Springboard's platform **design system**, creating reusable components and establishing standards for consistency and design-development workflows
- Introduced journey mapping across new B2B and university programs, aligning cross-functional teams on user needs, onboarding flows, and product opportunities
- Created accessibility design guidelines to support migration from a custom platform to Canvas, improving consistency and accessibility standards across teams

Frequence | UX Designer | November 2020 - November 2022

- Led design of a complex AI-powered media proposal workflow, translating user and stakeholder insights into prototypes that contributed to a **35% increase in booked revenue** for a key client
- Designed internal tools and analytics dashboards used by **60+ media agencies**, improving usability and decision-making
- Built and scaled **component libraries** in Figma and Storybook, reducing dev time by 30%
- Led the team's migration from Sketch to Figma, improving design and engineering workflows

Autonomy Research Center for STEAHM (ARCS) | UX Design Fellow | September 2019 - August 2020

- Designed Android UI for an aviation safety system, applying usability and accessibility insights to improve interaction patterns and visual hierarchy
- Presented design concepts and product recommendations to stakeholders through structured design reviews

IntersectLA | Visual Designer | April 2019 – May 2020

- Improved UX and component library for a video platform, contributing to **1,000+ new subscribers in 4 months**
- Led brand and web design initiatives across multiple client projects

Skills

Product: End-to-end Product Design, UX/UI Design, Interaction Design, Product Strategy, User flows, Journey Mapping, Wireframing, Prototyping, Responsive Web & Mobile Design

Research & Strategy: User interviews, User Research, Research Synthesis, Usability Testing, Accessibility, Data-Informed Design, Information Architecture

Systems & Tools: Design Systems, Figma, Storybook, Miro, Jira, Notion, Adobe Creative Suite, Webflow, HTML/CSS (Basics), ChatGPT, Claude

Education

B.A. Communication Design | California State University, Northridge