

KAYLA GOODISON

Senior UX Designer | Senior Product Designer

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I fight for the users. I'm a UX designer with 3+ years of experience building thoughtful, research-backed design solutions in transportation and games. I specialize in reducing friction, streamlining workflows, and aligning business goals with real human needs.

At EverDriven, I've built a company-wide design system, led large-scale portal designs, and championed UX processes — from onboarding new designers to embedding design reviews in engineering workflows. I bring curiosity, strategy, and a love of well-documented systems to every team I join.

WORK EXPERIENCE

EverDriven Technologies, LLC • UX Designer

April 2022 - Present

- Built and maintained EverDriven's first company-wide design system in Figma, including documented components, accessibility standards, and team training resources to unify design practices across all product teams.
- Advocated for scalable UX patterns and design system adoption, training teammates, and collaborating with engineers and PMs to improve speed, consistency, and design/developer alignment.
- Established and scaled team design processes, including onboarding documentation for new designers and a formalized design review workflow integrated into engineering pipelines.

Selected Projects:

- **New Enterprise Portal:** Spearheading the end-to-end design of a scalable portal that serves external users (clients and contractors) and internal EverDriven personnel, defining information architecture, UX flows, and UI patterns to support diverse workflows across the transportation ecosystem.
- **VIP App for School Staff:** Cut user wait times by 75% through iterative UX design of a first-to-market mobile experience for a newly identified user group.
- **District Portal:** Conducted generative research identifying key features for MVP launch, resulting in potential productivity savings of over \$3M.
- **Internal & Contractor Platform:** Led usability testing that increased user workflow confidence by 30%, driving product UX and roadmap prioritization changes.

Sparrow Arcade • Co-Founder, UX/Game Designer

December 2023 - Present

- Currently leading UX, audio, and documentation for Sparrow's first shippable game demo, including scope definition, creative direction, and cross-discipline coordination.
- Led UX strategy and prototyping for team games, guiding less-experienced developers through design principles and iteration.
- Built games in Unity and Godot for three collaborative game jams; contributed music and UX design to two games that placed in the top 10 for audio.
- Co-founded a game development community focused on lowering the barrier to entry for aspiring designers through jams, mentorship, and collaborative projects.
- Designed and developed the current Sparrow Arcade website and brand identity, and actively manage the community's Discord server.

Impulse Squared • UX/UI Designer

April 2021 – April 2025

- Led UX and visual design for an early-stage indie game studio, including website architecture, branding, and prototyping.
- Built a proof-of-concept for the studio's flagship game, focusing on intuitive UI and engaging user flows.
- Defined core brand identity and design direction, enabling future promotional and product development efforts.

Covius Services, LLC • Form Development and Support Specialist

November 2016 - November 2020

- Managed and optimized a library of 1,000+ high-stakes mortgage documents, streamlining generation and presentation workflows by 80%.

- Used Visual Basic to automate formatting and version control, improving content delivery speed and reducing manual errors.
- Collaborated across teams to test and refine document layouts and language, ensuring visual consistency and clarity across evolving templates.
- Developed a keen eye for information hierarchy, formatting logic, and user-facing language — foundational skills that shaped my transition into UX design.

SKILLS

Tools: Figma • Miro • Jira • Maze • Unity • Godot • QuantumMetric • Microsoft Clarity • Trello • Confluence | **Languages:** HTML • CSS • C#
Skills: UX Strategy • Wireframing & Prototyping • Interaction Design • UX Research • Information Architecture • Accessibility (WCAG 2.1)
• Design Systems • Cross-Functional Collaboration • Documentation & Onboarding • Visual Design • Agile Workflows

EDUCATION

Bachelor's of Music, Music Composition • University of Colorado-Boulder

May 2016

PROFESSIONAL TRAINING & CERTIFICATIONS

Certificate in UX/UI Design • Thinkful (Immersive Program)

September 2021

Professional Certificate in Game Design • MITxPRO

September 2023

Gamification in Design Context • Uxcel

September 2024

Visual Design: The Ultimate Guide • The Interaction Design Foundation

November 2022

Designing for Accessibility • Uxcel

December 2021

HTML for Designers • Uxcel

December 2021

Introduction to Coding • SheCodes Workshops

November 2020