

KAYLA GOODISON

Senior UX Designer | UX Strategist | Design Systems Leader

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I fight for the users. I'm a UX designer with 3+ years of experience building research-backed, accessible design solutions across transportation and games. I specialize in reducing friction, streamlining workflows, and aligning business goals with real human needs. At EverDriven, I led the creation of a company-wide design system, architected multi-persona portals, and scaled UX processes from onboarding to embedded design reviews. I bring curiosity, strategy, and a love of well-documented systems to every team I join, while actively preparing for senior design leadership through mentorship and AI integration exploration.

KEY ACHIEVEMENTS

- Built EverDriven's first design system, reducing frontend development time by 66% and mockup delivery from 5 days to 2 days.
- Led enterprise portal design forecasting over \$3 million in annual productivity savings.
- Identified overlooked user persona and designed targeted mobile app feature, delivering 75% reduction in user wait times.
- Created company-wide "Tacos and Topics" education series supporting organizational culture transformation.
- Established design review processes integrated into engineering sprints, improving cross-functional alignment.

PROFESSIONAL EXPERIENCE

EverDriven Technologies, LLC | UX Designer

April 2022 - Present

Enterprise Design Systems and Strategic Leadership

- Built the company's first comprehensive design system using Figma's advanced features, reducing frontend development time by 66% and accelerating V1 mockup delivery from 5 days to 2 days.
- Driving enterprise-wide adoption with a new portal built entirely on a design system foundation and mobile app backlogs in the migration process.
- Created and launched "Tacos and Topics" company-wide education series featuring bi-weekly presentations supporting organizational Tech Revolution initiatives.

High-Impact Product Design

- New Enterprise Portal: Led end-to-end UX strategy for unified portal serving internal personnel and external clients, defining information architecture for complex multi-persona workflows.
- VIP App for School Staff: Delivered a 75% reduction in user wait times through iterative research cycles for a first-to-market mobile application feature.
- District Portal: Identified MVP features through generative research, forecasting over \$3 million in annual productivity savings.
- Internal Operations Platform: Conducted usability testing on streamlined workflow redesigns, achieving a 30% increase in positive user reception compared to the existing process.

Sparrow Arcade | Co-Founder, UX/Game Designer

December 2023 - Present

- Co-founded a game development community focused on mentorship, collaborative projects, and educational game jams.
- Leading UX strategy for the team's first shippable game demo, including scope definition and creative direction.
- Built games, placing in the top 10 for audio across three collaborative game jams using Unity and Godot engines.

Impulse Squared | UX/UI Designer

April 2021 – April 2025

- Defined complete UX and brand strategy for an indie game studio, delivering website architecture.
- Built proof-of-concept for flagship game with focus on intuitive UI patterns and engaging user flows.
- Established core brand identity and design direction, enabling future promotional and product development initiatives.

Covius Services, LLC | Form Development and Support Specialist

November 2016 - November 2020

- Optimized library of 1,000+ mortgage documents, streamlining generation and presentation workflows by 80% through systematic process improvements.
- Automated formatting and version control using Visual Basic, improving content delivery speed, and reducing manual errors.

SKILLS & EXPERTISE

Strategic Design: Design Systems Architecture, Enterprise UX Strategy, Cross-functional Leadership, Process Development, Stakeholder Management

Research and Analysis: User Research, Usability Testing, Data-Driven Design, Accessibility Auditing WCAG 2.1, Generative Research

Technical Skills: Figma Advanced, Miro, Unity, Godot, QuantumMetric, Microsoft Clarity, HTML, CSS, C#, Design Tokens

Leadership and Collaboration: Team Mentorship, Cross-Departmental Alignment, Design Review Implementation, Documentation and Onboarding

EDUCATION

Bachelor of Music, Music Composition | Minor: Entrepreneurship | University of Colorado-Boulder May 2016

CERTIFICATIONS

AI for Designers (IxDF, 2025) | Professional Certificate in Game Design (MITxPRO, 2023) | Certificate in UX/UI Design (Thinkful, 2021) | Gamification in Design Context (Uxcel, 2024) | Visual Design: The Ultimate Guide (IxDF, 2022)