

Design lead with 10 years in web and brand design, nearly nine at BentoBox (now Clover), where I grew from Designer to Senior Manager of Web Design through its acquisition by Fiserv. I lead teams and set quality standards while staying hands-on: designing award-recognized restaurant websites, building brand identities, and bringing designs to life with HTML, CSS and JavaScript.

● EXPERIENCE

Clover (formerly BentoBox)

New York · Feb 2018 – Oct 2026

Grew from Designer to Senior Manager of Web Design over nearly nine years

Senior Manager of Web Design

Apr 2023 – Oct 2026

- Set website quality standards for clients from independent restaurants to multi-location groups, and drove team strategy while staying hands-on with high-profile clients.
- Defined team goals and KPIs tied to company objectives, reporting progress to senior leadership in monthly business reviews.
- Shaped CS, Product and Engineering roadmaps with web design data and customer insights, and helped roll out AI tools that sped up how requests reached the team.

Manager of Web Design

Feb 2022 – Apr 2023

- Managed designers and team leads through weekly 1:1s and reviews, helping several grow into mid-level and senior roles.
- Turned the monthly assessment review into a recurring quality benchmark, and aligned team standards with Fiserv processes after the acquisition.

Web Design Team Lead

Feb 2020 – Feb 2022

- Kept quality and on-time delivery steady through the Fiserv acquisition; hired four designers and built their onboarding plan.
- Led design for VIP hospitality clients including Landry's and USHG, and ran the BentoBox Design publication on Medium (2020–2024).

Designer → Senior Designer

Feb 2018 – Feb 2020

- Designed restaurant websites from 30-day template launches to fully custom builds; promoted to Senior Designer within 13 months.

Havas · Junior Visual Designer

New York · Jun 2016 – Feb 2018

- Designed digital campaigns, web assets and presentations for pharmaceutical clients, taking concepts from pitch to production with art directors and copywriters.

● SELECTED WORK

Mercado from Fiserv	Brand identity and website for a José Andrés investor lunch at the New York Stock Exchange.
Theme Gallery	Led the BentoBox preset library; designed the Acai, Hop & Barley, Masa and Stella presets.
Gilt Brasserie & SAGA NYC	Custom restaurant sites, each recognized by CSS Design Awards.
Row 34	First website for a five-location seafood group, built on a Bootstrap style system with custom CSS and JS.
RoRo Revival (freelance)	Brand identity from the ground up and a Shopify store with custom CSS.

Full case studies at kaylascheidel.com

● SKILLS

Leadership

Team leadership & mentorship, design ops & QA, KPIs & reporting, cross-functional partnership

Design

Web, UI/UX, brand identity, design systems

Code

HTML, CSS, JavaScript, Bootstrap

Tools

Figma, Adobe CC, Webflow, Shopify, WordPress, BentoBox, Jira, Asana, BrowserStack

AI

Claude Code, Figma Make, Midjourney, Firefly

● RECOGNITION

CSS Design Awards

Special Kudos · Gilt, 2024

CSS Design Awards

Special Kudos · SAGA, 2023

CSS Winner

Nominee · Rad Radish, 2023

Awwwards

Nominee · Blue Smoke & Reign Toronto, 2019

● EDUCATION

Fashion Institute of Technology

Bachelor's, Advertising Design · 2016

Fashion Institute of Technology

Associate, Communications Design · 2014