Kayla Scheidel

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Senior Design Manager **Web & Brand**

Senior Design Manager with 10 years in web and brand design, nearly nine at BentoBox (now Clover), where I designed and supported the launch of 100+ websites for restaurants from independents to Four Seasons and multi-location groups. I grew from Designer to Senior Manager of Web Design while staying hands-on: designing award-recognized sites, page templates and presets, and bringing designs to life with HTML, CSS and JavaScript.

EXPERIENCE

BentoBox (now Clover)
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

- Oversaw design for Culinary Creative's expansion, launching 11 concepts with a designer "pod" model.
- Led web design across the HQ team and our outsourced design partner (Crescendo), setting quality standards for our customer base from independent restaurants to Four Seasons and multi-location groups.
- Revamped the monthly business review with design ops, turning team KPIs into clear, actionable reporting for CS leadership.
- Designed and ran a pilot standardizing site preview time, measuring its effect on QA notes, revisions and time to launch.
- Rebuilt the Design Assessment rubric, leading to the team's highest assessment scores.
- Partnered with Product and Engineering on high-priority blockers, including a feature flag that let customers use custom fonts.

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.
- Hired and onboarded five designers, and partnered with design ops and CS on team trainings like lunch & learns and office hours.
- Consistently scored 9.2+ (out of 10) on monthly design evaluations, the highest average on the team.

Web Design Team Lead
Feb 2020 – Feb 2022

- Kept quality and on-time delivery steady through the Fiserv acquisition.
- 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 and launched restaurant websites from 30-day template launches to fully custom builds, following WCAG guidelines with accessibility checks before launch; promoted to Senior Designer within 13 months.
- Joined client calls for larger accounts and guided design conversations with customers, especially those reviewing mockups or struggling to put their feedback into words.

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 (Full case studies at kaylascheidel.com)

Restaurant Website Presets	Oversaw the BentoBox preset library; designed the Acai, Hop & Barley, Masa and Stella presets.
SAGA NYC	One site for a two-Michelin-star restaurant, cocktail bar and event spaces across five floors. Recognized by CSS Design Awards.
Gilt Brasserie	Custom restaurant website built from the brand's mockups with custom code. 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	Brand identity from the ground up and a Shopify store with custom CSS.

SKILLS

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

Design
Web, UI/UX, responsive design, page templates, prototyping, 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
BFA, Advertising Design · 2016

Fashion Institute of Technology
Associate, Communications Design · 2014