

LILA TURNER | SENIOR UX DESIGNER

Senior UX Designer who loves solving complex problems, advocating for users, and working with cross-functional teams to design usable, well-designed digital solutions.

EXPERIENCE

Senior UX Designer — Kaiser Permanente, Pasadena, CA (Full-Time)

SEPTEMBER 2022 - PRESENT

Designing end-to-end digital solutions for the KP Mobile App in the billing and benefits space. Collaborating with product managers and engineers to improve the member experience with data-driven, mobile-first solutions that make managing coverage and costs easy for Kaiser Permanente members.

- Increasing online bill payments and decreasing support center calls by rolling out features that improve cost transparency and provide a streamlined bill payment experience. Using an iterative design approach and testing and validating design solutions early and often to deliver solutions that add value to our members.
- Created a Northstar vision and roadmap based on user research and feedback, competitive analysis, and business goals. Collaborated with other designers to build and present a prototype that effectively demonstrated an aspirational user experience and design.

UX Designer — Kaiser Permanente, Pasadena, CA (Contractor)

JULY 2019 - SEPTEMBER 2021

Provided UX as a service for B2B projects and ensured that UX best practices and principles were adopted and implemented when designing, building, and installing 3rd-party enterprise software. Partnered with product managers, business stakeholders, and engineers to design and develop solutions from concept to creation.

- Closely worked with the product management team to implement lean UX methodologies into their Scaled Agile Framework (SAFe) processes.

Responsible for designing the end-to-end user experience for new sales, plan changes, and quoting for internal sales associates and managers.

- Migrated a legacy self-service portal to Adobe Experience Manager to improve and streamline the user experience. Worked with the ADA team to ensure all designs were ADA compliant and partnered with the user research team to plan and conduct usability testing. Created sketches, wireframes, prototypes, and red lines for developer hand-off.
- Led UX design for a self-service quoting application for small business owners and brokers. Created and tracked UX project plans in Asana and created user flows, journey maps, prototypes, and high-fidelity wireframes. Worked closely with User Researcher to plan and conduct a heuristic evaluation and usability testing.
- Led the B2B UX Design team in creating a B2B style guide to ensure that B2B products align with KP.org branding and design patterns. Completed a project plan, tracked milestones, and worked closely with the KP.org design system team.

UX/UI Designer — Paul Hastings, LLP, Los Angeles, CA

JULY 2018 - JUNE 2019

Developed and implemented UX strategies for IT projects, from enterprise desktop solutions to video conferencing and web applications. Worked with department leadership to achieve a user-centric approach to all IT projects throughout the Firm. As a UX team of one, I was responsible for establishing best practices and UX activities that are repeatable from one project to the next.

- Lead ideation sessions to encourage a user-centric approach to designing and building complex technology solutions.
- Completed user research and crafted user personas for a firm-wide upgrade to Windows 10. Used personas throughout the project to prioritize features and make design decisions based on business requirements and user needs.
- Completed a usability assessment on a legacy web application serving as a mobile event app. Worked with the Talent Management team to identify and document business requirements, created a features list, and performed a competitor analysis to determine the best product to meet the needs of their users.

Web Designer — Paul Hastings, LLP, Los Angeles, CA

JULY 2013 - JULY 2018

Designed and developed various 3rd-party and native web applications to support firm operations. Involved in multiple stages of the design and development process, from requirements gathering to user testing.

- Collaborated with members of the Knowledge Management and Applications Development teams to successfully design and build a native project management tool for attorneys to manage their matters and deals efficiently.
- Created style guides to assist the Development team with maintaining consistency in standards across various firm applications and platforms.
- Collaborated with .NET and Database Developers in an Agile and SCRUM environment using Team Foundation Server (TFS). Worked together to rebrand and design and develop enhancements for legacy applications.
- Planned and executed usability testing and reported findings to product owners and stakeholders.

Senior Front-end Web Developer — Capstone Law, APC, Century City, CA

FEBRUARY 2013 - JUNE 2013

Collaborated with the Marketing and PR Departments to spearhead all web-based corporate marketing initiatives. Design and develop lead-generating microsites using WordPress as a CMS for easy updating and fast website production. As the Firm took on more business and new challenges, my responsibilities also included managing and assuring the work quality of other designers and developers.

- Collaborated and communicated with attorneys and Firm Partners regarding various project design strategies and technological components. Provided project proposals, technical specifications, and detailed timelines.
- Actively involved in the management and artistic direction of various web projects, such as the Firm website and many online campaigns.

- Designed and developed custom WordPress themes to streamline the process of launching several online campaigns on a weekly basis.

Web Developer and Designer — Preferred Legal Support, Century City CA

OCTOBER 2011 - MARCH 2013

Provided web design, front-end development, and graphic design services to three different law firms. Worked closely with IT and Marketing departments to meet high-volume workload demands and deadlines.

- Worked closely with back-end and developers to design and develop a fully automated client retaining website.
- Designed and coded several HTML emails for marketing campaigns and client outreach. Tracked progress and made recommendations on how to increase open rates and click-throughs.

EDUCATION

Platt College, Los Angeles, CA — Bachelor of Arts - Visual Communications

2008

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PROFESSIONAL CERTIFICATIONS

Nielsen Norman Group — UX Certified

MAY 2015

Completed additional training in June 2017 and February 2019.

VOLUNTEER EXPERIENCE

Young Choreographers Project — Board President and Founder

2015 - PRESENT

Providing dance instruction and mentoring to underserved youth.