

Lila Turner

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LilaTurner.com

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I am a data-driven Senior UX Designer who streamlines and enhances end-to-end user experiences while aligning UX strategy with business objectives and goals. I develop strategies and processes that help design and product teams work efficiently.

KEY SKILLS

UX Strategy • Roadmap Planning • Design Thinking • Ideation Workshops • Journey Mapping • Persona Creation • Competitive Analysis • Lean UX • Scaled Agile Framework (SAFe) • Usability Testing • Design Systems • Prototyping • Interaction Design • Responsive Design • Mobile App Design • JIRA • Confluence • Figma • Miro • Lucid

EDUCATION

BA Visual Communications, Platt College, Los Angeles, CA

SEPTEMBER 2021 - PRESENT

Senior UX Designer

Kaiser Permanente Digital, Remote

Led UX strategy, simplified complex information and flows, and designed solutions aligned with business goals and OKRs. Improved the online billing and payment experience for KP's 12.5 million members.

- **Created a vision and strategy that secured \$3M in funding for a dedicated mobile app team** to deliver a best-in-class user experience and upgraded mobile platform.
- Improved the billing experience by simplifying access to statements, due dates, and payment history. Conducted usability studies to refine flows, **leading to fewer user-reported issues and a more intuitive experience.**
- Unified design across iOS and Android by expanding the design system with platform-specific components, **reducing custom development work, and creating a more consistent mobile experience.**
- Developed a Northstar vision to simplify the Coverage and Costs experience, addressing user confusion around benefits, billing, and claims. Validated through usability studies and surveys, **improving task completion and reducing user friction.**

JULY 2019 - SEPTEMBER 2021

UX Designer

Kaiser Permanente B2B, Pasadena, CA

Delivered UX solutions for B2B projects, directly contributing to Kaiser Permanente's small business sales and marketing initiatives.

- Designed an end-to-end sales and pricing experience that replaced manual processes, **reducing intake time from weeks to days and standardizing the process across eight KP regions.**
- Established a lean UX process with user feedback sessions and usability testing, enabling rapid refinements before

CERTIFICATIONS

UX Certified (Interaction Design Specialty), Nielsen Norman Group

EARLY CAREER ROLES

Senior Front-End Web Developer,
Capstone Law, Century City, CA

Web Developer & Designer, Preferred
Legal Support, Century City, CA

VOLUNTEER EXPERIENCE

Board President & Founder, Young
Choreographers Project

Club Secretary, Toastmasters
International Talk and Thrive
Corporate Club

development.

- Migrated and redesigned the self-service website with an improved information architecture, simplifying access to critical sales and enrollment forms. Usability testing confirmed **improved task completion and a more modern, on-brand experience.**

JULY 2018 - JUNE 2019

UX/UI Designer

Paul Hastings, Los Angeles, CA

Developed and implemented UX strategies and design solutions for IT projects at a global law firm employing 1,000+ attorneys.

- Led Design Thinking workshops to drive enterprise system upgrades and website redesigns, ensuring a user-centric approach through detailed user flows, personas, and journey maps.
- Conducted a comprehensive usability assessment and vendor analysis to upgrade the company's event management software, **streamlining the event planning process and improving the overall user experience.**

JULY 2013 - JULY 2018

Web Designer

Paul Hastings, Los Angeles, CA

Designed and developed 3rd-party and native web applications to support 5,000 attorneys and staff worldwide.

- Designed and developed a custom case management tool to replace Excel-based processes, enabling attorneys to generate accurate quotes more efficiently and **provide price transparency to strengthen client relationships.**
- Developed comprehensive style guides to ensure consistent branding and usability across five applications, supporting developers in upgrading legacy systems and improving the overall user experience.