

# Bayla S. Gellerstein

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## Technical Skills

- Figma, Miro, Jira, R, Microsoft 365, Excel, HTML, Final Cut Pro, Adobe Creative Cloud, Canva, Logic Pro X

## Experience

### NIWFA, UX/UI DESIGNER

JUL 2025 - PRESENT

- Design and develop a searchable digital archive for the National Intercollegiate Women's Fencing Association (NIWFA), improving accessibility of decades worth of championship data.
- Conduct stakeholder research to identify primary users (athletes, coaches, alumni, administrators) and define business goals for usability and scalability.
- Design survey and interview research protocols to test mobile accessibility, discover user needs, and evaluate usability of prototype archives.
- Collaborate with NIWFA leadership to align archive design with organizational goals and historical preservation priorities.

### ILLUZIONI LLC, UX/PRODUCT DESIGNER

MAR 2023 - PRESENT

- Lead end-to-end UX design process, from research and wireframing to high-fidelity prototyping and usability testing.
- Conduct user research through interviews, surveys, and usability studies to uncover pain points and inform design decisions.
- Create user flows, personas, journey maps, and interactive prototypes to effectively communicate design ideas and improve user engagement.
- Apply human-centered research findings to shape intuitive and accessible solutions across web platforms.
- Design modular systems and scalable components for internal tools and customer-facing web platforms.
- Partner with clients to gather feedback and iterate on designs based on user testing and insights.

## Education

### BACHELOR OF ARTS, STEVENS INSTITUTE OF TECHNOLOGY

Music and Technology | Marketing Minor

GPA: 3.9 | President's List, Dean's List

## Skills

- User Research (Qualitative & Quantitative), Interviewing, Usability Testing, Information Architecture, Prototyping, Design Systems, UI/UX Design, Interaction Design, Storytelling, Cross-functional Collaboration, Audiovisual Production, Video Editing, Graphic Design, Branding

## Certifications

- Google UX Design

## Portfolio

- UX: [baylagdesigns.com](http://baylagdesigns.com)