

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, CONTRACT UX/UI DESIGNER

JUL 2023 - 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 - JUL 2025

- Designed and developed the website platform for an audiovisual production company, resulting in over 60% increase in user engagement and securing two major clients within the first month.
- Developed content strategies and digital assets for a plastic surgery client by analyzing user behavior and optimizing digital touchpoints, resulting in a 400% increase in user engagement and greater client visibility.
- Conducted user research, wireframing, and prototyping to ensure designs aligned with client goals and audience needs.
- Created user flows, personas, journey maps, and interactive prototypes to effectively communicate design ideas and improve user engagement.
- Designed modular systems and scalable components for internal tools and customer-facing web platforms.

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, Storytelling, Cross-functional Collaboration, Audiovisual Production, Video Editing, Graphic Design, Brand Experience Design

Certifications

- Google UX Design

Portfolio

- UX: baylagdesigns.com