

Bayla Jacobson

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UX/UI Design Skills

Figma, Photoshop, Illustrator, InDesign, Canva, Wireframing, Prototyping, User Interviews, Surveys, Usability Testing, Affinity Mapping, Competitive Analysis, Journey Mapping

RELEVANT PROJECTS

Alpha Wave | Personal Project

- Designed a mobile-first social media platform enabling users to schedule and manage stories for personal and professional use, addressing the pain point of missed posting opportunities
- Conducted user research and competitive analysis with influencers, small business owners, and event promoters to uncover workflow inefficiencies and guide design direction
- Created user personas, information architecture, wireframes, and interactive prototypes in Figma, developing a three-tier navigation (Feed → Story Planner → Profile/Analytics)
- Built a vibrant and accessible visual identity emphasizing energy and clarity through a gradient color palette and legible typography

Class App | Master's Program Project

- Designed and developed a classroom management app to streamline communication, scheduling, and assignment tracking for students and professors.
- Conducted user research through interviews and surveys, identifying key pain points and guiding feature priorities.
- Created wireframes and interactive prototypes to enhance usability, collaborating with developers to implement and refine the design through iterative testing.
- Launched beta testing and integrated user feedback, improving overall functionality, engagement, and user satisfaction.

PROFESSIONAL EXPERIENCE

Publicis Media Groupe

April 2024 - Present

Senior Associate Negotiator, Local Investments

- Lead local digital advertising investments for major accounts including Wendy's, Optimum, and Universal Parks
- Develop and execute media plans across 200+ U.S. markets, ensuring readiness and precision in campaign launches with Ad Operations
- Oversee \$10M+ in annual budgets, driving efficiency and accountability across multiple client portfolios.
- Delivered over \$1M in added-value impressions annually, exceeding client KPIs and ROI targets
- Create and present data-driven proposals and campaign recaps that clearly communicate insights and performance
- Build and maintain strong partnerships with vendors to secure competitive rates, innovative solutions, and incremental value
- Ensure flawless campaign execution by managing timelines, creative deliverables, and client guidelines.

Havas Media

July 2022 - April 2024

Associate, Digital Investments

- Supported digital investment strategy across direct site buys, driving favorable rates, value, and inventory terms.
- Led RFP creation and submission, evaluated partner responses, and contributed to vendor selection recommendations
- Collaborated with Creative, Ad Ops, and Analytics teams to ensure seamless trafficking, reporting, and optimization
- Managed billing, insertion orders, and partner communication via Prisma to maintain campaign and financial accuracy
- Leveraged internal and syndicated tools to identify top-performing partners and contextual placements for each campaign

EDUCATION

Touro University

Masters of Art in Web and Multimedia Design

May 2024

Touro University

Bachelor of Science in Marketing Management

May 2022