Bayleigh Martin

User Experience Designer

Los Angeles, CA
(469) 525-6073
martin.bayleigh02@gmail.com
Website: https://bayleighmartin.com

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Experience

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Education

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Skills & Certifications

Professional Summary

UX Designer with 4 years of experience designing responsive, accessible digital products and enterprise platforms. Currently designing for a large-scale healthcare ePortal used by thousands of providers, working end-to-end from research to high-fidelity design. Background in design systems, WCAG compliance, and Agile collaboration, with a foundation in front-end development.

Community Care Behavioral Health Organization

User Experience Designer (FEBRUARY 2024 – PRESENT)

- Led 20+ end-to-end UX initiatives for a healthcare ePortal supporting thousands of providers, owning research, IA, design, and delivery from concept through deployment.
- Contributed to a large-scale workflow automation, supporting over 424K ePortal authorizations compared to 214K manual submissions.
- Partnered with product, engineering, and compliance teams in an Agile environment, adhering to HIPAA and WCAG 2.1 standards.
- Built and maintained a scalable UI style guide and component library to improve design consistency and development efficiency.
- Designed low- to high-fidelity wireframes, clickable mockups, and interactive prototypes to enhance user flows and interactions.
- Conducted user research using surveys, interviews, card sorting, tree testing, and A/B testing to inform IA and design decisions.

Impact Group Marketing

Website Developer (AUGUST 2022 – FEBRUARY 2024)

- Designed and developed 10+ client websites and collaborated on 20+ additional builds across WordPress, DotNetNuke, and Shopify.
- Partnered with sales and marketing teams to scope website updates, align on business goals, and prioritize design and content changes.
- Updated site content with HTML, CSS, and JavaScript, adhering to web standards and WCAG guidelines.
- Implemented performance and SEO improvements, including one website that achieved a 15.6% increase in session duration and an 8.4% reduction in bounce rate.

Web Design Assistant (MARCH 2022 – AUGUST 2022)

- Assisted in refining client websites and fixing bugs to enhance usability and brand alignment on pages, forms, and interactive elements.
- Promoted to Website Developer after six months.

Texas A&M / Bachelor's of Science

- Tools: Figma, Adobe Creative Suite, Canva, Visual Studio, GitHub, Git, DevOps (Azure)
- Web & CMS Platforms: WordPress, DotNetNuke, Shopify, Wix, Kajabi, Webflow
- Marketing & Analytics Tools: Google Tag Manager, Google Search Console, GA4, Piwik
- Languages & Frameworks: HTML/CSS, JavaScript (ES6), Angular, React, Bootstrap, SQL
- Certifications: SheCodes Web Development, SheCodes Intro to Coding