

BELLA BAIDAK

Product Manager | Fashion Tech | AI + Marketplace Products

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SCHOOL

CORNELL UNIVERSITY

M.S Information Science | 4.0 GPA
Concentration in Connective Media
NEW YORK, NY / AUG 2021 - MAY 2023

UNIVERSITY OF MASSACHUSETTS BOSTON

B.S Psychology | 3.7 GPA
Minor in Computer Science
BOSTON, MA / SEPT 2017 - DEC 2020

AWARDS

Cornell Tech Startup Award – \$100,000 grant for early-stage venture development

NSF SBIR Phase I Grant – \$300,000 federal research award for technical innovation in fit-tech

PUBLICATIONS

Baidak, B., Flaherty, K., & Abdelrazeq, Z. (2023). Custom Fit Bras From 3D Body Scans.
<https://doi.org/10.1145/3623263.3629151>

Baidak, B., Hussain, Y., Kelminson, E., Jones, T. R., Franke, L., & Haehn, D. (2021). CellProfiler Analyst Web (CPAW) -Exploration, analysis, and classification of biological images on the web. <https://doi.org/10.1109/vis49827.2021.9623317>

WORK

Product Consultant

Crossed (Vintage Reseller Analytics Platform) Jan 2026 - Present

- Designed and launched a seller analytics platform consolidating sales data across Etsy, Vinted, PayPal, and eBay to improve business visibility and decision-making.
- Conducted user research to identify pain points around fragmented workflows and manual sales tracking.
- Defined and prioritized product requirements across analytics, reporting, and data workflows from concept through deployment.
- Built Python-based integrations and automated data pipelines supporting cross-platform insights and business decision-making.

Product Lead and Co-founder

Project B June 2023 - Oct 2025

- Defined product vision and roadmap for an AI-powered digital manufacturing platform translating body scans into production-ready garment specifications.
- Led full product lifecycle from opportunity discovery and customer research through launch, iteration, and deployment.
- Conducted user interviews, pilot launches, and fit studies to identify opportunities in sizing accuracy, product returns, and manufacturing efficiency.
- Prioritized features and translated customer insights into engineering requirements across mobile, AI, data, and manufacturing systems.
- Coordinated execution across engineering, design, manufacturing, and external partners to deliver production-ready products.
- Used qualitative research and operational data to drive product decisions and improve fit accuracy and customer experience.
- Raised \$685K through pre-seed funding and NSF SBIR grants by demonstrating market validation and product traction.

Product Research Manager

Cornell University Oct 2021- Present

- Led market research and opportunity assessment for privacy and AI products, informing product strategy and roadmap decisions.
- Synthesized qualitative and quantitative research into actionable product recommendations and future opportunity areas.

Product Developer

Broad Institute of MIT and Harvard Jan 2021 – Aug 2021

- Led the redesign and transition of a desktop scientific tool into a web-based platform supporting global biological image analysis workflows.
- Defined product requirements and user flows by translating researcher needs into scalable product features.
- Partnered cross-functionally with scientists and engineers to prioritize features and improve end-to-end user experience.
- Improved researcher workflow efficiency by 20% through iterative testing and product improvements