

Babaljit Kaur

babaljit.com

[linkedin.com/in/babaljit](https://www.linkedin.com/in/babaljit)

babaljitk@live.com

513.816.8592

EDUCATION

University of Cincinnati: College of Design, Architecture, Art, and Planning

Cincinnati, OH | Graduated May 2020 | 3.9 GPA

B.S. in Graphic Communication Design

Minors in Sociology and Information Technology

HONORS & AWARDS

2020 DAAPworks Director's Choice Award

2019 TEI Student Innovation Finalist

2019 DAAPcares

2018 ADAA Semifinalist for Web/App Design

2017 Graphis New Talent Annual Silver Award

2017 ADAA Semifinalist for Photography

Summa Cum Laude

Dean's List (8/8 Semesters)

UC Senior 100 Award

Cincinnati Women in Excellence and

Spirit Together Honorary (CWEST)

Sigma Phi Women's Honorary

Patricia Kisker Scholarship

Coyne Family Fund Scholarship

Macy's Scholarship

UC Cincinnati Scholar

SKILLS

Adobe Creative Cloud

Microsoft Office Suite

InVision, Figma, Sketch, XD

Miro, Canva, Mural

HTML5 & CSS3, Basic Javascript & Java, Git

Responsive Web Design & Development

Quantitative & Qualitative Design Research

Wireframing, Prototyping, User Testing

Ethnography

Experience & Journey Mapping

Languages : Punjabi, Hindi

EXPERIENCE

Live Well Collaborative

Cincinnati, OH | August 2020–Present | UX/UI Design Researcher (Fellow)

- Responsible for leading multidisciplinary teams through research, design, and strategy for projects.
- Led/Co-led projects for Cincinnati Children's Hospital, P&G, and Boeing.
- With a focus on human-centered design research, identifying and executing design research methods to address opportunities, translating into actionable insights, facilitating interviews, co-creation activities, user testing, prototyping, and refinement of designs.
- Design work included visualizations to synthesize research and insights, journey maps, process diagrams, wireframes, user flows, personas, web development, and prototyping of products and services.
- Facilitating, coordinating, and developing design thinking workshops for partners.
- Mentoring co-ops, interns and graduate students.

College of Design, Architecture, Art, and Planning

Cincinnati, OH | January 2019–December 2019 | Designer (Co-op)

- Created a cohesive system for DAAPworks2019, was responsible for design and development of deliverables.
- Responsible for designing print & digital collateral materials to engage with students, faculty, and staff.

Innerview

Cincinnati, OH | May 2018–August 2018 | Designer (Co-op)

- Created an automated workflow for monthly designs that shortened 3-4 days of work to 3 hours.
- Responsible for designs based on user-generated data that aimed to raise awareness about United Nations Global goals while partnering with them to increase global impact in high schools and colleges.

Barefoot Proximity & BBDO

Cincinnati, OH | January 2017–May 2017, August 2017–December 2017 | UX/UI & Digital Designer (Co-op)

- Worked with clients in the medical, oil, gas, and consumer product fields.
- Designed digital, print, and interactive materials for clients, internal needs and partnering non-profits.
- Helped conduct research and synthesize findings through personas, journey maps, storyboards, presentations, and infographics.

INVOLVEMENT & LEADERSHIP

Midwest Dhamaka

Cincinnati, OH | April 2018–June 2021 | Design Advisor, Creative Director & Marketing Chair

- Responsible for creative direction of competition and implementing the visual identity to all platforms and content created from print to digital including hype videos, social media, merchandise, and day of materials.
- Developed online presence and increased social media engagement/following by over 300% in the first year.
- Work collaboratively with executive team to develop strategic initiatives for the organization.

TEDxUCincinnati

Cincinnati, OH | March 2017–May 2020 | Director of Design, Assistant Design Director, Mentor

- Responsible for designing branding, print, digital and experiential materials that adhere to University and TED Global brand guidelines for salons, mainstage event and other marketing collateral needs.
- Assisted with interview, selection process, and curation for mainstage event speakers and their respective talks.

Undergraduate Student Government

Cincinnati, OH | April 2019–April 2020 | Director of Accessibility Affairs, Mentor

- Led initiatives & events aiming to raise awareness about, promote and improve accessibility on UC's campus.
- Responsible for being a liaison between administration and students for accessibility concerns and issues.