

HAGAR BARUCH

researcher & designer

EDUCATION

Old Dominion University

Ph.D.

Psychology - Human Factors

Savannah College of Art and

Design

BFA in UX Design

Magna Cum Laude

AWARDS

IDA Design Award (2022)

Design for Society

Honorable Mention

Red Dot Design Award (2021)

Brands & Communication Design

Winner

Core77 (2021)

Product Design

Nominee

Indigo Awards (2021)

Product Design

Gold, Silver, and Bronze Awards

Rookie Awards (2020)

Product Design

Product Design Finalist

SKILLS

User Centered

Research

UX Design

Adobe Illustrator

Adobe Photoshop

Adobe Indesign

SPSS

Adobe XD

Microsoft Office

Figma

Sketch

Invision

Qualtrics

Miro/Mural

CONTACT

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EXPERIENCE

Old Dominion University

August 2024 - Present

Graduate Research Assistant

Lextant

June 2021 - June 2024

Senior Associate

July 2023 - June 2024

- Leading generative and evaluative research projects in automotive development.
- Designing UI for complex automotive systems.
- Re-vamping statistical participant identification survey.
- Conducting training seminars on AI tool developments and implementations.

Design Research Associate

June 2021 - June 2023

- Acting as the lead for research projects including generative discovery, usability work, and UX audits.
- Leading stakeholder synthesis and ideation sessions.
- Conducting generative research that identified areas of opportunity for future vehicle development.
- Conducting evaluative research on automotive infotainment prototypes.
- Creating and leading training seminars on new UXR tools and platforms.

Perception New York

May 2021

Contractor

- Designing complex automotive instrument cluster UI for future automotive launch.

SCADPro Delta Airlines

Jan 2020 - Mar 2020

Student Collaborator

- SCAD is collaborating with Delta to assist in the research and development of concepts to give Delta's surplus of obsolete and unused beverage carts a second life as part of an initiative to reduce Delta's impact on the environment by creating less