

HAGAR BARUCH

CONTACT

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www.hagarbaruchdesign.com

design researcher &
ux designer

EDUCATION

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

IDSA, IDEA (2021)

Nominee

Rookie Awards (2020)

Product Design
Product Design Finalist

SKILLS

User Centered Research	Microsoft Office
UX Design	Figma
Adobe Illustrator	Sketch
Adobe Photoshop	Invision
Adobe Indesign	Qualtrics
Adobe XD	Miro/Mural

EXPERIENCE

Design Research Associate (June 2021 - Present)

Lextant

- Acting as the lead for research projects including generative discovery, usability work, and UX audits.
- Leading stakeholder synthesis and ideation sessions.
- Generative research that identified areas of opportunity with future battery electric vehicle development.
- Evaluative research that identified pain points in automotive infotainment prototypes.
- Training fellow researchers on new UXR tools and platforms.
- Educated human-centered design researchers on augmented reality usage in automotive.

Contractor (May 2021)

Perception NYC

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

Student Collaborator (Jan 2020 - Mar 2020)

SCADPro Delta Airlines

- 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 waste.

Intern (Jan 2016 - Aug 2016)

AnswerRocket

- Researching the user experience and feasibility of wizard for search-based analytics program.
- Creating whitepaper for churn algorithm in collaboration with lead churn programmer and project manager.