Kiran Babu

User Experience & Mobility Designer
M.s Transportation Systems & Design . B.Arch

Email: kbabu@inside.artcenter.edu
Phone: +1 (626)-567-9590
Languages: English. Hindi. Tamil

Portfolio: kiba.myportfolio.com

Work Experience

Advanced Design - User Experience Designer
General Motors. Full Time
May 2023 - Present. Warren, Michigan. United States

Senior User Experience Designer, User Experience Designer
Xtelligent. Part Time
September 2022 - May 2023, January 2022 - May 2022. 12 Months. Los Angeles, United States
- User Experience & Product design, UX Strategy for ITS software that enables cities to better manage traffic signal networks to progress road safety and reduce carbon emissions.
- Experience working in Agile Cross disciplinary teams, Interface prototyping and Defining Interaction mental models that enables cities to orchestrate traffic flow.

Advanced Design - User Experience Design Intern
General Motors. Full Time
May 2022 - August 2022. 4 months. Warren, United States
- User Experience Research and Design. AV Interaction Model Research (NDRT and DRT) & Rapid Digital Prototyping, User Journey mapping, Market research.

User Experience Research & Strategy Intern
Capillary Technologies. Full Time
May 2021 - August 2021. 4 months. Bangalore, India
- UX Research and Strategy, Customer Centered research, Research Coding, User Persona development, Define and Insights and Opportunities through Affinity mapping workshops, Synthesis of Nudge theory, UX/UI design - E-mailers & Newsletters, Information Design - Performance metrics

Executive Designer & Architect
Incubis Consultants. Full Time
July 2018 - May 2020. 2 years. New Delhi, India
- Multi-disciplinary experience on 15+ projects on Transportation design, Industrial design, Retail experience design and Architecture.
- Conceptual design, 3D visualization, control-display design, testing and product graphics system for a virtual reality cricket bat solution for high-fidelity training and gaming applications for a client based in the USA.
- Conceptual design for a revolutionary air conditioning / indoor climate-control technology that uses significantly lower energy. Part of the design-research team and a patent is being filed.
- Project Lead, business development, research, comprehensive design concepts, 3D visualization, client management and vendor coordination and detailing for a modular and scalable pharmacy concept

Co-founder & Designer
Sandbox.designs . Part Time. Entrepreneurship
September 2015 - September 2020. 5 years. New Delhi, India
- Co-founded a collaborative Design Studio centered around Branding & Graphic design.
- Successfully completed 20+ projects, establishing strong client relations.

Design Mentor
Oneistox . Part Time

August 2019 - September 2020. 12 Months. New Delhi. India
- Mentored 100+ students on mastering ideation and presentation skills in tight time bound scenarios. Development of Design curriculum, Lectures and workshop assets.
- Empowered students through design lectures and conducting design sprint sessions on smart ways to present their Ideas and concepts.

Photography/Documentary Specialist
BillionBricks . Freelance/Volunteer

Sept 2016 - Nov 2020 . 5 years . New Delhi, Mumbai, Konchur. India
- Actively involved in interacting with communities in various slum pockets in Delhi and Mumbai through documenting their stories through photography and filmography to create Social Media content raising funding for the Startup.
- Visual content for fundraising campaigns. Billionbricks is a one-of-a-kind non-profit that uses design and technology as its tools to innovate shelter and infrastructure solutions for the homeless and vulnerable.

Architect/ Research Intern
Architecture Brio - bB Studio . Part Time.

Jan 2017 - May 2017. 6 Months. Mumbai, India
- Research on solar power, prefab construction and housing demands for India, Innovative modular construction techniques for easy deployment.
- Presentations for fund raising campaigns, Detailed 3d model prototyping, exploratory conceptual models, storyboarding for a Solar rural housing project.
- Project lead - Corporate video for bB studio, photography documentation which involved visits to slums and villages assisted surveying of bio-toilets, reed-bed technology implementation at Konchur. Creating content and website collaterals for fundraising campaigns, photo-shoots and documentation of on-site user data for WeatherHyde.

Education

ArtCenter College of Design, California
M.S Transportation Systems and Design

2020 - 2023. Cum GPA 3.854
- Graduate Student Scholarship - Merit scholarship based on Portfolio.
- Ford Blue Oval Scholarship - Merit scholarship based on Portfolio.

School of Planning and Architecture, New Delhi
B.Arch. Bachelors in Architecture

2013 - 2018. First Class
- Kohler Merit Scholarship - Award based on Overall best performance
- Summer Student Exchange at FHE Fachhochschule Erfurt, Germany

---

Awards & Recognition

Ford Blue Oval Scholarship
ArtCenter College of Design, Merit Scholarship Award

May 2021. Los Angeles, United States

Judge's Award
Movin'On Design Challenge. International Design Competition
Project Holosafe - https://kiba.myportfolio.com/concept-holosafe

June 2021 . Los Angeles, United States

1st prize
Elevated Cycle Track Design. Team Entry.
National Students Award Competition. INSDAG
Feb 2018. Kolkata, India

Winner Special Mention
Urban Blue - Architecture Thesis
Scholarchs Best Thesis Award - Vowels.
Sept 2018. New Delhi, India

2nd prize
International Student Design competition. Team Entry.
Nagpur Railway Station Design, IRSDC
Dec 2017. New Delhi, India

Honorable Mention
Pocket Seat - Product Design International Design Competition. Team Entry
Volzero Competitions.
Nov 2017. New Delhi, India

Kohler Merit Scholarship Award
Award based on Overall performance in Bachelors Degree.
Merit scholarship sponsored by School of Planning and Architecture and Kohler
Selection of Students based on their academic & extra-curricular achievements.
Aug 2017. New Delhi, India

Skills and Technology

STEM Skills

- User Experience Design
- Interaction Design
- Systems Thinking and Design
- Future Casting
- Mobility and Transportation
- Interaction Models
- User Journey Mapping
- Lean UX
- Human Centered Design
- Digital Rapid prototyping
- User Interface Design

- UX Research and Strategy
- Insight & Opportunity Mapping
- KJ method and Affinity Mapping
- Human Centered Research
- Market research
- User Testing and Synthesis

- Architectural Design & Urbanism

- Product and Industrial design
- Brand strategy
- Design Thinking
- 3d modeling and Rapid Prototyping

Soft Skills

- Problem-solving
- Teamwork in Cross Disciplinary Teams
- Time management
- Critical thinking
- Leadership
- Flexibility
- Attention to detail
- Communication
- Public Speaking

Technology and Software

- Adobe Creative Suite
  Photoshop, Illustrator, Premiere Pro
  Aftereffects, XD, InDesign, Lightroom

- Autodesk Suite
  AutoCAD, Maya, VRED,

- 2D & 3D Prototyping and VR
  SketchUp, Lumion 3D, Rhinoceros, Grasshopper, Unity, TwinMotion, Figma, Sketch, Invision, Zeplin

- Microsoft-Office Suite
  PowerPoint, Word, Excel,