

Hailee Talbot

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Purpose- and Opportunity-Driven. Intellectually Curious. People-Focused.

As a dedicated and innovative designer, I bring a unique blend of creativity, strategic thinking, and leadership to every project. My diverse background in human physiology, psychology, and graphic design informs my user-centered design approach, ensuring that my work not only captivates visually but also resonates deeply with audiences. I am a storyteller that values authenticity, and I'm equipped with the facts to back up decisions.

Education

University of Illinois Chicago	Master of Design, Graphic Design	2024	Chicago, IL
University of Iowa	Bachelor of Science, Human Physiology Minor, Psychology	2020	Iowa City, IA
The Basel School of Design	Poster Design with Leander Eisenmenn	2023	Basel, Switzerland
University of Illinois Chicago	Creative Coding with Talia Cotton	2023	Chicago, IL

Experience

UIC Innovation Center, Caterpillar Inc. Research Lab March 2023–Present
Research Associate II Chicago, IL

- Collaborate among interdisciplinary teams using Lean Innovation and human-centered design to build projects across multiple Cat product groups.
- Conduct primary and secondary research—including over 100 user interviews—to gather deep insights into customer behaviors and preferences.
- Synthesize user feedback into actionable insights and comprehensive reports for informed decision-making in the design process.
- Lead pitch meetings communicating design concepts and project goals, ensuring alignment and securing project approvals.

University of Illinois Chicago, School of Design and College of Engineering August 2022–May 2024
Teaching Assistant Chicago, IL

- Successfully delivered design and innovation course content over three semesters, ensuring students comprehended key learning concepts.
- Encouraged student involvement through interactive activities, fostering a positive and collaborative learning environment.
- Partnered closely with fellow educators to align teaching strategies, promoting consistency across the curriculum for a total of 60 students.

Institute for Healthcare Delivery Design February 2024–March 2024
Lead Visual Designer Chicago, IL

- Consulted on the visual design for a successful grant application anticipated to bring in \$150 million to the Illinois behavioral health system.
- Executed over 25 graphic elements, elevating the grant's appeal and effectiveness in communicating complex information.
- Adapted quickly to an in-progress project and utilized Illinois Health and Family Services brand guidelines to create impactful graphics.

University of Iowa Health Care, Marketing and Communications April 2018–August 2021
STEM Education Coordinator Iowa City, IA

- Developed and implemented over 161 STEM tours and large-scale events engaging over 20,000 K–12 students per fiscal year.
- Strategized and executed an award-winning plan to move programs to online platforms with on-trend content to address rapidly emerging needs.
- Generated annual reports, monthly data infographics, and digital advertisements used for marketing and reporting to UIHC leadership.

University of Iowa Dance Marathon (Children's Miracle Network Program) March 2019–March 2020
Campus Relations Director Iowa City, IA

- Served on executive committee for a 501(c)(3) Nonprofit with 1,200 participants that raised a total of \$2.87 million in the 2019–2020 academic year.
- Directed 3 chairpersons and 9 committee members to create and sustain special projects for inclusive excellence and campus involvement.
- Launched the inaugural *Empowerment Team* with 40 members to learn and disseminate social justice awareness among 300 leadership members.

Skills and Personal

Slanted Magazine #44—TYPE FASHION	Slanted Publishers	Featured Work	2024	Karlsruhe, Germany
Pandemic Pivot & Shoestring Award—Gold	AAMC GIA Awards for Excellence	Recipient	2021	Iowa City, IA
Young PHILanthropist Award	Ulowa Center for Advancement	Recipient	2020	Iowa City, IA

Toolbox: Graphic/Visual Design, Typography, Storytelling, Design Thinking, Adobe Illustrator, InDesign, Photoshop, Lightroom, Premiere Pro, Figma, Mural, Miro, Qualtrics, Google and Microsoft Suites, Illustration, Photography, Print Production, Exhibit Design, Brand & Identity, Rhino, Key Shot, Wix

Skills: Detail-Oriented, Adaptive, Excellent Communicator, Organized, Collaborative, Adept, Creative, Resourceful, Innovative, Passionate