

# Kaia Baker

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## SUMMARY

Multi-disciplinary Experience Designer specializing in product strategy, brand design, and emerging technologies. Proven success leading high-impact initiatives—from global web re-platforms to enterprise quantum strategies—while aligning cross-functional teams to drive business growth.

## EDUCATION

### New York University, Tandon School of Engineering

September 2020 – May 2024  
New York, NY

Integrated Design & Media, B.S.

3.6 GPA, Dean's List 2022 - 2024

## CERTIFICATES

UI/UX Design for AI Products  
Stanford Online

Python Certification

## SKILLS

Agentic AI Design

Systems Design

UX/UI Design & Research

AI-Assisted Development

Generative AI

Product Management

Brand Design

Business Strategy & Development

Front-End Development (html + css)

## TOOLS

**DESIGN & DEVELOPMENT:** Figma, JIRA, Contentstack, Google Suite, Microsoft Suite

**AI & DEVELOPMENT:** Claude, Gemini, ChatGPT, Copilot, Cursor

## PROFESSIONAL EXPERIENCE

### Johnson & Johnson | June 2024 - Present | Raritan, NJ

#### Designer 3 | May 2026 - Present

- **Spearhead the consolidation** of 11 active design systems across various sectors into a single, centralized Global Digital Design System, establishing an enterprise-wide "source of truth."
- **Conduct comprehensive audits** of all 11 existing sector systems to identify alignment opportunities, architecting universal modules designed to scale and seamlessly support all cross-functional use cases.
- **Engineer a robust system infrastructure** encompassing design tokens and styles, components, modules, and detailed documentation to streamline the production and content pipeline.

#### Technology Leadership Development Program | June 2024 - May 2026

- **Led design for jnjmedtech.com** re-platform, creating and testing 15+ modules using design tokens and user feedback; delivered navigation, search, and identity flows. Design system now informs J&J's global digital design system approach.
- **Collaborated cross-functionally** with Product, Architecture, and Development teams; led 10+ UX/UI discussions to align user needs with business objectives.
- **Sole designer for Quantum Content Hub**, centralizing quantum research and resources to accelerate adoption of J&J's enterprise quantum strategy.
- **Designed PowerApp workflow for Orthopedics**, streamlining ISO opportunity capture to support joint business growth through better data insights.
- **Drove community and leadership initiatives:** TLDP Development Pillar Lead, MedTech Spark Co-lead, TAP SME, and TLDP Buddy—fostering engagement, mentorship, and early-talent pipeline growth.

### Quintessential | February 2019 - Present | New York, NY

#### Founder & Creative Director | Unisex Clothing Brand

- **Drove end-to-end business operations** across finance, marketing, production, and inventory management.
- **Leveraged analytics to spearhead a comprehensive brand relaunch**, redefining the visual identity, market positioning, and digital strategy to significantly accelerate brand discovery.
- **Designed, creative directed, and launched** the brand's debut unisex apparel collection, overseeing everything from initial concept development to final market rollout.
- **Built and optimized a Shopify e-commerce storefront**, leveraging SEO, email marketing, and targeted paid ads to enhance user experience and maximize conversion rates.
- **Recruited and led a cross-functional team** of PR, fashion, and creative professionals to successfully execute high-impact launch initiatives and maximize audience engagement.

### Johnson & Johnson | June 2023 - August 2023 | Bridgewater, NJ

#### Digital Experience Technology Intern

- Designed wireframes for a large-scale web app supporting the transition of companywide SAP systems for **50+ technical leads**.
- Developed training modules for the **Citizen Development Program**, enabling non-technical employees to build internal apps in Planet9.
- Created digital experience marketing decks for **internal roadshows and executive presentations**.
- Researched emerging **AR/VR technologies** and identified potential enterprise use cases to inform future innovation strategies.

### Paramount | June 2022 - November 2022 | New York, NY

#### Retail Development Intern

- Supported retailer and vendor meetings and assisted with category-specific account management to ensure smooth operations.
- Developed **category deep-dive analyses** to enhance in-store visibility and inform industry positioning.
- Maintained accurate **buyer/vendor contact sheets** to streamline communication and relationship management.
- Managed **on-site retailer audits** to validate product placement and analyze category share for strategic insights.