

Mala Shantha KUMAR

UX DESIGNER and RESEARCHER

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ABOUT ME

I'm a UX and human centered designer who has introduced new ideas and processes to the technology for international development (ICT4D) field for the past eight years. I'm seeking a full-time job and consulting opportunities with companies and organizations that have progressive values.



UX and HUMAN CENTERED-DESIGN EXPERIENCE

Solutions Designer and Insights Manager

OneWorld UK (October 2016 – present) | London, UK

Lead UX and visual designer of digital tools for ICT4D projects in six countries in English and French

- Introduced and led UX design processes into the USAID Accelerate project, increasing stakeholder engagement in the data design and visualization process by 300%.
- Redesigned mobile applications for projects in West Africa, cutting development time down by 50% and resulting in 100% user satisfaction.
- Conceptualized and authored Oxfam Cambodia Voice proposal to be fully funded at 200,000 USD.

Independent Consultant

Self (July 2013 – present) | New York, NY

Lead UX and visual designer of three desktop applications and one mobile app.

- Lead UX designer and researcher for UNICEF Innocenti's first evidence gapmap, which was received with 100% satisfaction.
- Conceptualized project and led UX research and design for a platform documenting global UN LGBTI staff experiences.
- Designed mobile app for Art-A-Hack project on "Superficial and Substantive" uses of tech. Project and app were among the best rated for the cohort.
- Other – Author of UN Global Pulse papers on immunization sentiment. Wrote articles for EISF, TaroWorks, Re-Nuble and other start-ups. Wrote the novel *The Paths of Marriage*, and led marketing campaign that reached major international publications, including *The Advocate* and *CNN India*.

Programme Officer

The African Risk Capacity of the UN World Food Programme (January 2012 – July 2013) | New York, NY

Redesigned external-facing website, led user testing of proprietary software, wrote and managed technical documentation.

- Led validation efforts of software package, *Africa RiskView*, through surveying, closed card sorts, and open-ended interviews with stakeholders throughout sub-Saharan Africa in English and French.
- Redesigned external facing website to be a comprehensive resource about the organization, ARC, resulting in 1000% increase in total website impressions over the first three months of the launch.
- Lead technical writer for all technology, statistical, financial and agronomic methodologies.

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OTHER WORK EXPERIENCE

Project Manager (2014)

United Nations Children's Fund | Bujumbura, Burundi

Web Designer (2013)

UNWIRED | New York, NY, USA

Research Consultant (2013)

Institute of Development Studies, University of Sussex | New York, NY, USA

Consultant (2012)

United Nations Development Programme | New York, NY

Project Manager (2011 – 2012)

Richmond Montessori School | Richmond, VA, USA

Web Content Creator and Manager (2011)

Hindu Center of Virginia | Richmond, VA, USA

Research Assistant (2010 – 2011)

Sakiko Fukuda-Parr | New York, NY

Co-Founder, Web Designer, Conference Chair (2009 – 2010)

Association for International Development, New School University | New York, NY

Project Intern (2009 – 2010)

NYU School of Law, Center for Human Rights and Global Justice | New York, NY

Project Intern (2009)

New School University and United Nations Population Fund (UNFPA) | Matam, Senegal

Assistante d'Anglais (2007 – 2008)

L'Académie de Lyon | Bourg-en-Bresse, France

Program Assistant (2007)

HELP Africa | Lomé, Togo



SKILLS SUMMARY

- Coding: HTML (moderate), CSS (beginner/moderate)
- Graphic Design: Gimp (advanced), Photoshop (moderate), Paint (expert), InDesign (beginner)
- Wireframing/Prototyping: Sketch (moderate) InVision (moderate), Balsamiq (moderate)
- Analytics: Google (moderate), StatCounter (moderate)
- Technical Writing (advanced), Narrative Fiction and non-Fiction Writing (expert)
- Suites: Microsoft Office (advanced), Mac Suite (advanced)
- Languages: English (native/bilingual), French (professional fluency)
- Public Speaking (expert)



EDUCATION

UX Design Course, part-time (Completed February 2016)

General Assembly | New York, NY

The Graduate Program of International Affairs, M.A., International Affairs (Graduated May 2010)

The New School University | New York, NY

The Pamplin School of Business, B.S. Marketing Management (Graduated May 2007)

Virginia Polytechnic Institute and State University (Virginia Tech) | Blacksburg, VA, USA



AWARDS

Rainbow Book Award 2015, Honorable Mention for *The Paths of Marriage*

The New School, India China Institute, Student Fellow Travel Grant 2010 Recipient

Virginia Tech, Pamplin School of Business, Freshman Merit Scholarship Recipient