

# Mala Shantha KUMAR

ICT4D PRACTITIONER SPECIALIZING IN UX AND HUMAN CENTERED-DESIGN

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## ABOUT ME

I am a seasoned technology for international development (ICT4D) practitioner focusing on UX and human centered design. I have worked throughout sub-Saharan Africa in English and French for the UN and international NGOs. I am seeking a full-time job and consulting opportunities.



## ICT4D EXPERIENCE

### **Solutions Designer and Insights Manager** (October 2016 – present)

OneWorld UK | 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** (July 2013 – present)

Self | 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 on UN staff experiences.
- Defined narrative and authored paper series on immunization sentiment for UN Global Pulse.
- Designed mobile app for Art-A-Hack top-rated project on "Superficial and Substantive" uses of tech.
- Other – Wrote articles for EISF, TaroWorks, Re-Nuble and other start-ups. Wrote the novel *The Paths of Marriage*, and led a marketing campaign that reached major international publications.

### **Project Manager** (2014)

United Nations Children's Fund | Bujumbura, Burundi

- Led in implementation and deployment of Kiramama project, the first RapidPRO project in Burundi.
- Worked directly with MoH to create data privacy and digital engagement standards.
- Sourced new connections for UNICEF Burundi with leading telecom providers in the country.

### **Programme Officer** (January 2012 – July 2013)

The African Risk Capacity of the UN World Food Programme | 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 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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## Research Consultant (2013)

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

- Wrote paper on mNutrition, including design of all data and process visualizations.

## OTHER WORK EXPERIENCE

### Web Designer (2013)

UNWIRED | 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

- Wireframing/Prototyping/Data Viz: Sketch (moderate) InVision (moderate), Tableau (moderate)
- Graphic Design: Gimp (advanced), Photoshop (moderate), Paint (expert), InDesign (beginner)
- Coding: HTML (moderate), CSS (beginner/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