



hello

UTKARSHA MALKAR | Strategy and Design Consultant

My experience ranges across Print, Publishing, Television and Digital-media. Industries in my Portfolio: > Fashion > Retail > Real Estate > Hospitality > Logistics > Ecofriendly Services > Educational Institutes > Entertainment Industries & NGO'S

I have played through my career - as a senior, teaching the recruit, the Art Director guiding the Visualizer, the Creative leader being responsible for the delivery of a team, besides being a guide to marketing teams and brands and product heads as a design professional.

I have also played the role of a Design Educator and mentored over 100 students with a multi-disciplinary approach. My Interdisciplinary approach helps me to create branded seamless experience across various user touch points.

Developing proof of concept design tailoring, to identify and develop the best possible UX and UI to meet the client's communication needs. I also ensure articulation of organization's desired image and position in a consistent manner across all constituencies, both external and internal.

Support and manage end-to-end internal communication. Facilitate internal and external communications, public relation activities and materials including publications, media relations.

My approach to design, and where I think it is headed. I'm focusing on system thinking and people centered methodologies. Design is about experience.

Areas of Expertise

Academia Expertise: Identify Course structure and Abstracts and make them Industry relevant. Mentor students in Portfolio management.

UXD: I mentor students from Microsoft to SAP to create branded seamless experience across user touch points. Graphic design, Interaction design, and usability testing

Digital Expertise: Define creative/technical brief based on customer requirements. Design concepts with interaction and navigation model for Responsive & E-commerce sites.

Design expertise: Creative Direction, Art Direction, Strategies & Execute Campaigns, Branding & Identity Design, Advertising & Communication Design.

Television Expertise: As an On- Air Graphic Manager developed initial creative concepts and design direction for shows and short films. Designed for on-air show packaging, Program packaging and various events based communication cross medias.

Managerial Expertise: Training & Mentoring staff, Production Workflow Management, Client Management, Managing Cross Media Platforms, Product launches concentrating on end-to-end scenarios for a brands or companies.

Administrative Expertise: Visual communication necessary for customer presentations. Design documentation, Project Management (customer/internal communication, scheduling & Design delivery).

Work History

I began my career in Advertising, HTA now JWT Mumbai- India
Worked as a leading participant in development of Press Advertisements,
Commercials, Poster, Hoarding, POP's and other Communication design collaterals.

The Retreat-Raheja's / Godrej- Refrigerators - Hindustan Levers
Lux Soaps- (Local & International) - Hindustan Levers
Equity Advance-Citibank / Denim Aftershave & Cologne -
Parke Davis are some of the brands I handled creatively.

PUBLISHING

I worked in the capacity of Senior Art Director launching OVERDRIVE CAR &
BIKE Magazine by (TATA DONNELLEY - later INFOMEDIA)

It was my first experience in Publishing and quite exhilarating one as I developed the `Masthead'
which continued for a decade, and also developed the overall visual language for the
publication for many Issues.

Years later I again worked in the capacity as a DESIGN CONSULTANT for
BETTER INTERIORS - A LIFESTYLE MAGAZINE (INFOMEDIA which is now a part of TV 18)

My foray in TELEVISION began with SAHARA TELEVISION in Mumbai in fiction genre.
Made a smooth transition to Non-fiction with TMG - a Bangalore based IT channel.

And later STAR NEWS INDIA, which was a part of bouquet of 36 Channels of Worldwide Media group.

CAREER HIGHLIGHT

Assistant General Manger
(GRAPHICS) -TMG-ENTER

I Handled a team of ten On - Air designers at TMG-ENTER-24-Hour Technology Channel
India's first IT related channel) Creating Channel Id's, Show Packaging, Internal & External
Commercials & On-Air promotions. Along with adding value to their print and publishing sector -
CIO Magazine Covers, a monthly Channel Promotional Newsletter and also assisted
their Newspaper Division.

Manager Graphics
STAR NEWS- Now ABP NEWS Mumbai- India

I handled a team of 15 people on-site.
Worked in co-ordination with Star Creative team worldwide.
Responsible for Branding and on-Air look and feel and promotional activities along
with a team of International Designers.

Handling Daily News Graphic Requirements for the Channel.
Worked on `Real-time' based software's for News Graphics.
Along with administrative duties which involved purchasing state-of-the-art equipment
and hiring skilled personnel.

(Employment History Details)

1992-93- Triton Communications -Bombay-Visualizer
1993-94 -Hindustan Thompson Associates-Bombay-Junior Art Director
1994- 95- 96-Design Consultant (Hotel Industry TAJ- Mumbai / Retail Industry-Shoppers stop.) Mumbai
1998 - Tata Donnelley Ltd-Bombay-Senior Art Director- Mumbai
1999- Sahara Television Network -Bombay- Senior Creative Visualizer
1999-2001- TMG Enter-Technology Media Group Television Channel-
(Asst. General Manager Graphics) - Bangalore
2002 2003- Manager Graphics - Star News Star India - Mumbai
2005-2006 - Consultant Hospitality Industry - Bangalore
2005 -2006 - Consultant Tv18 Better Interiors (Publishing Division)-Mumbai
2008 - Harappa Consultant - Group Creative Head-Mumbai
2010- 2013 - Consulting Faculty at Raffles Design Singapore - Mumbai
2010- 2016 -Ecommerce & Branding - Proprietor Ubcreative – Mumbai
2014 - 2015 MIT Design Pune-Assistant Prof. Graphic Design-Pune
2016 - July 2017 - MIT Design Pune - HOD Graphics Department
2017 - July - 2018 March – Senior Design Manager Accenture India- Pune

2018 July- Consultant - Associate Program Director- ISDI -Mumbai

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