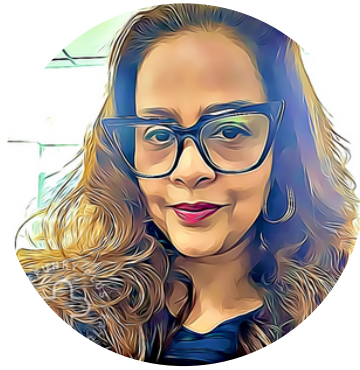


UTKARSA MALKAR



CREATIVE COMMUNICATION

<https://www.linkedin.com/in/utkarsha20/>
<https://www.tellmeastory.org.in/>
<https://www.utkarshaofficial.com/>
<https://medium.com/@utkarshaofficial>

SKILLS

Entrepreneur

Business Communication

Academia

PR & Events

Entrepreneurship

Design Thinking

Innovation

Written Communication

Corporate Communication

Visual Communication

Branding Communications

ABOUT ME

As a seasoned Creative Design & Communications leader, I bring extensive experience in providing strategic communications counsel and support to site leadership in India. I focus on ensuring alignment with organizational goals and objectives, developing and executing integrated communication strategies, and collaborating with all stakeholders.

2024 - 2025

Currently with IIM Lucknow Delhi | Atal Incubation Centre- BIMTECH | IIML EIC, AIC GGSIPU | GUSEC - Building Creative Communication systems for India aligned with #viksitbharat initiatives.

VISUAL DESIGN EXPERIENCE

As **Head of the Department** of Graphic Design at MITID, I have been instrumental in creating many course structures that are aligned with industry requirements in strategic, managerial, and innovative ventures for both UG & PG students.

Branding & Marketing activities for the Dept. and the University

The production of **visual solutions** to communication problems is the essence of this discipline and I catered to both M.DES & B.DES program curriculum. I led many innovative courses as the practice is headed towards evidence and research-based solutions with a transdisciplinary approach.

My profile in relation to the **Program Director** in Communication Design at **ISDI Parsons-Atlas University** is where I navigated solutions for desired social environments through uniquely designed projects aimed at generating dialogues and changing perspectives. Comprehending many roles in the ethical practice of communication design in local and International contexts towards creating a better society.

Design thinking is an integral part of this process which lends to a larger complex environment thriving on creativity and passion for innovation. As a storyteller and content writer, I cover a spectrum of subjects across multiple genres.

INDUSTRIES

Advertising | Publishing | Television | Design Fictions | Emerging Technologies | Innovation & Research | Design Activism | Content Creation | Journalism | Public Policy | Academia

KEY COMPETENCIES

Brand Strategy Development: Expertise in developing and implementing comprehensive brand strategies that align with organizational goals and enhance market position.

Corporate Relations: Skilled in building and maintaining effective corporate relations with domestic and international firms to facilitate placement opportunities.

Market Positioning: Ability to analyse market trends and competitive landscapes to position the brand effectively and increase brand awareness.

Strategic Communications: Proficient in crafting strategic communication plans that support brand initiatives and drive engagement.

Integrated Marketing: Experience in executing integrated marketing campaigns that leverage multiple channels to maximize brand reach and impact.

Leadership and Collaboration: Strong leadership skills with a collaborative approach to working with cross-functional teams and stakeholders.

Creative Direction: Ability to provide creative direction for brand collateral, ensuring consistency and quality in all brand materials.

Starting with J. Walter Thomson as an Art Director, moving on to Publishing with the launch of “OVERDRIVE” and then Manager Graphic at Star News Corp. In my many roles have applied creative thinking to various industry sectors, enhancing my abilities as a Creative specialist.

My interdisciplinary approach helps me create a branded seamless experience across various user touch points. I bring to teams a visual skill set focused on interpreting and communicating in dynamic and inspiring forms.

As on-air **Design Manager** at **STAR NEWS CORP** - Now ABP NEWS It was a challenging experience handling Graphic Requirements for a Non-Fiction 24-hour News Channel. My experience encompassed administrative duties which involved purchasing state-of-the-art equipment and hiring skilled personnel. Creating Channel Identity, Show Packaging and Collaterals. Promo production on various show launches which was an enriching creative experience. I handled a team of 20 people on-site. Worked in coordination with the Star Creative team worldwide. Responsible for Branding on-air look and feel and promotional activities along with a team of International Designers. Handling Daily News Graphic Requirements for the Channel.

INFORMATION TECHNOLOGY

At **ACCENTURE** India as a **Design Manager**, it was exciting to develop digital interfaces and unique Internal communication solutions. Identifying design opportunities for NOVARTIS, BHP BILTON & ALSTOM to produce the ultimate user experience. Organized data, analyzed field research records and synthesized insights to build frameworks for international UXD platforms.

Contributed to the development of communication and public relations programs to enhance the organization's image and position. Coordinated and managed team projects, designed promotional materials, oversaw space and event planning and represented the agency at official meetings and functions. Was responsible for campaign design and content development for a variety of internal and external channels to contribute to and lead global programs.

SPEAKER / HOST - EVENTS | TOWNHALLS | CONFERENCES

ISDI PARSONS -ATLAS SKILLTECH UNIVERSITY
Led many town halls and represented the organization at various Industry events as Program Head **across India** from **2018-2023**.

INDIA- UK PARTNERSHIP - Designed and hosted an International Conference in association with **UCA -UK- APRIL 2023**. I conceptualised and hosted the conference, which was aimed at providing an interdisciplinary platform for all the participants to share their knowledge and challenges in Gender and Patriarchy Studies.

Keynote speaker - INDIRA JAISINGH - An Indian lawyer and activist.

<https://youtu.be/6uDjhvQyQLM>

Creative Director for Charité University Clinic Berlin & KEM Research Centre Pune: 2015-2017

'NO' is an initiative to prevent sexual violence against women by implementing a supportive bystander system and increasing awareness about sexual violence using a smartphone application. It has been developed by the

KEM Hospital Research Center, Pune in cooperation with BAYER India, the Charité University Clinic Berlin, Splendornet Technologies, the Maharashtra Police and Pune University

PROFILES

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CONNECT

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- **Leading the design team for BMC School Identity Government of Maharashtra launched: Dec 2019-March 2020**
- Leading and mentoring multiple teams of design students on public, social and private sector projects including the rebranding of BMC- MPS (Mumbai Public School), Mumbai's Municipal Corporations' MPS the first CBSE school by the government).
- <https://mumbaipublicschools.in/web/schools/cbse>