

Communication Specialist - Contemporary Design | Advertising | Publishing | Television | Storyteller | Design Fictions | Emerging Technologies | Design Thinking | Innovation | Research | Design Activism

UTKARSHA MALKAR | COVER LETTER

I am deeply passionate about using Communication Design as a means to drive positive change and create a better world. My commitment to social and environmental sustainability aligns perfectly with my personal values and professional aspirations. I am a dedicated and results-driven activist with a background in design and a strong desire to make a meaningful impact. Over the years, I have acquired valuable skills and experience in the following areas:

Design for Social Impact: I have a proven track record of utilizing design principles to address pressing social and environmental issues. Whether it's creating awareness campaigns, developing sustainable products, or working on community-centered projects, I have consistently used design to drive positive change.

Advocacy and Community Engagement: I am adept at building relationships and collaborating with diverse communities, stakeholders, and organizations. My ability to connect with people and facilitate discussions has allowed me to effectively advocate for important causes.

Project Management: I have managed and executed a variety of projects, from small local initiatives to large-scale campaigns. My organizational skills, attention to detail, and ability to meet deadlines have consistently ensured successful project outcomes.

Research and Analysis: I am skilled in conducting research to gain insights into complex issues and identifying effective strategies to address them. My analytical mindset helps in developing evidence-based solutions.

Communication and Public Speaking: I am a confident and articulate communicator, both in writing and public speaking. I have experience in public presentations and creating persuasive materials to support advocacy efforts.

CURRENT AREA OF RESEARCH:

Syndromes of Patriarchy in contemporary India

Introduction:

I mainstream the female gender within the conflict framework to create a broader understanding of the relationship between Social movements, Gender and Media. I have considered this so that this framework is not only applicable when analyzing gender-specific movements but can also be adopted when examining all social movements, which largely is affected by media, through the lens of gender. This is meant to be an introductory text for students, researchers, academics and activists and does not assume prior knowledge about the subject area. It aims to move beyond general descriptions to provide in-depth analysis based on empirical evidence and current debates in the subject area and society at large.

This research further explores creative pursuits in media and education which are voicing these concerns and are going to be key factors to bring about radical changes in the 21st century.

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Speaker - Media representation for MITID at UX-INDIA Design Business Forum Topic: 2015

Creating and leading projects at MIT Institute of Design as Head of Department M.DES & B.DES - **Graphic Design**. Mentoring multiple teams of design students on public, social and private sector projects including **Women's Right to Protection / Changing Perception_ To examine attitudes toward women's rights on protected sex.** <http://2015.ux-india.org/speakers.html>

Contributions for Social Impact in Life Sciences / Health Sector: 2016

Lending design support created & designed Nomenclature and Visual language for packaging sanitary pads to capture and sensitize young girls as they embrace womanhood with **low-cost** sanitary pads. **'AISHA' launched in 2014.** <https://saraldesigns.in/looking-back-at-the-first-1000-days-of-saral-designs-sanitary-pads/>

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.

In 2015 the Program for Primary Prevention of Sexual Violence (PPPSV) has been launched in India by the KEM Hospital Research Centre, Pune. In February 2018 the Smartphone Application 'NO' has been launched and is now available for download. An overview of all Public activities and communication efforts for the 'NO' App while synchronizing visual language across platforms, to increase public awareness about the 'NO' App strategically from a short, medium and long-term perspective.

<https://www.notosexualviolence.org/>

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>

Heading the Communication Design Department 2019-2022: Curating courses in line with industry nuances for Undergraduate and Postgraduate students using an innovative approach.

<https://twitter.com/authackeray/status/1225308019178688513?lang=en>

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Leading the team at ISDI School of Communication for WPP Showcase: March 2020

It was our honour to host Mr Mark Read, CEO of WPP and his entire global team on our campus. Our students got a chance to personally interact and showcase their projects. Mr Read shared his feedback and vision about how creativity is powered by technology.

<https://twitter.com/isdimumbai/status/1234727692953477122?s=20&t=NpqszM26qOKLtmrnANadVA#ISDIMumbai#WPPGlobal>

Researching and writing a paper to be published titled 'The Syndromes of Patriarchy' for TIIKM:2022

The 8th World Conference on Women Studies (WCWS 2022). WCWS 2022 is co-hosted by Asian-African Association for Women, Gender, and Sexuality (AAAWGS) and Bridgewater State University, United States. The Conference is organized by The International Institute of Knowledge Management (TIIKM) in collaboration with University Brunei Darussalam, Brunei, Izmir Democracy University, Turkey, Fenerbahçe University, Turkey and Nottingham Trent University, the United Kingdom as Academic Partners of the Conference.

WCWS 2022 will be supported by high-ranked internationally peer-reviewed journals which are indexed in SCOPUS and other indexing databases. <https://mc.manuscriptcentral.com/gendsoc>

Pursuing PhD in Mass Communication and Media Studies focusing on Gender and equality: 2022-2024

Evolution of tragic narratives in gender-based cinema and the role of women. An entire civilization based on the cusp of mythology, religion, and politics erupts on any content showing women asserting their equal status in society, while on regular basis news of rapes and a gross crime against women are received with a resigned fate of acceptance!

Featured projects mentored by Utkarsha M: 2022

https://www.yodex.com.tw/exhibit/2844?department_id=221

The curriculum draws from strong fundamentals of liberal arts, critical observation, disruptive design thinking, exploration of emergent technologies and masterclasses. Empowering its students to tap into the full potential of their creativity. Students are carefully guided to use design for social and economic benefits and achieve unprecedented commercial success through innovation.

Featured projects mentored by Utkarsha M: 2014-2022

<https://packagingoftheworld.com/?s=UTKARSHA&category=&material=&type=&location=&y=&order=newest>

Packaging in relation to communication design is closely reflecting lifestyles and changes. Design and construction play significant roles in determining Materials and Environmental Issues. The sustainability goal of the cradle-to-cradle concept is to recover sufficient materials and energy in a way that

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imposes zero impact on future generations. This course is designed by me in relation to communication design for desired best practices in packaging consumer goods. Students will comprehend their role in creating a design solution for product packaging. It is worth taking the time to consider all of the aspects, from production to shelf space, to consumer attitudes. How to respond to value diversification and rapid changes and packaging disposal, and emphasize the cradle to grave concept.

Launched YouTube Channel: 2021-2022

https://www.youtube.com/channel/UCTWR71Wpqz883RsBrR_bdMA

THE UNIVERSE IS MADE OF STORIES NOT OF ATOMS! Storytelling is based on conflict. Without conflict, there's no drama. Drama is conflict. By no means is this a new definition but a confirmation of the very foundation of storytelling. In fiction--as in real life--the foundation of character is how people choose to overcome obstacles--how they handle conflict. 'Tell me a Story is an elective course in making short films, launched during the iconic lockdown. Co-creating Story, Screenplay and Direction on content in collaboration with students of Communication Design - ISDI Mumbai 2020-2021 @Utkarsha M

Blogger on MEDIUM since Dec 2018

<https://medium.com/@utkarshaofficial>

Author | Design Thinker | Creator - A desire to understand the world and to improve it always remains at the core. Design is a managed process and my quest for knowledge is subject to an inquiry of the apparent, the imagined and the recalled. As I speculate and design, my liberty of self-expression is in direct correlation to my existence and knowledge.

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Training and teaching experience - 10 years of teaching experience in UG & PG programs for **Communication Design** as faculty. Head of Department at MIT ADAT, ISDI PARSONS & ATLAS SKILLTECH UNIVERSITY part of the development vision for Atlas Skilltech University and developed led and conducted industry-relevant, industry 4.0 programs for upskilling knowledge, educational practices and research to fuel career progressions and alignment of the goals of the university with its future vision.

SPEAKER / HOST - EVENTS | TOWNHALLS | CONFERENCES

ISDI PARSONS -ATLAS SKILLTECH UNIVERSITY

Led many townhalls and represented the organization at various Industry events as Program Head across India from **2018-2023**.

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

INDIA- UK PARTNERSHIP - Designed and hosted an International Conference in association with UCA -UK- APRIL 2023

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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. It explored the way in which patriarchal structures impact our lives and how we can work together to dismantle the harmful systems.

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

I am excited about the prospect of contributing my skills and energy to the team. I am inspired by your dedication to using Communication as a tool for positive change, and I am eager to be a part of your mission. I believe my passion for Communication design and my commitment to activism make me a strong candidate for this role.

Thank you for considering my application. I am eager to discuss how my background and experiences align with your organization's goals and to explore how I can contribute to your ongoing success. Please find my resume attached for your reference.

I look forward to the opportunity to speak with you and further discuss how my skills and vision can benefit you.

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