

SYSTEMS DESIGN PORTFOLIO

Utkarsha Malkar

Designing Connected Systems for Public Health & Social Impact

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Context of the Project-2019- 2020

From December 2019 to March 2020, I led the design team for the BMC School Identity project, initiated by the Government of Maharashtra. The project involved rebranding Mumbai Public Schools (BMC-MPS) as a part of the launch of Mumbai's first government-run CBSE school. This initiative aimed to uplift the image of public schools, enhance their appeal, and create an identity reflecting quality education and inclusivity.

Challenges Encountered

The project was ambitious and multidimensional, bringing forth several challenges:

Coordinating a Diverse Team:

I was responsible for mentoring multiple teams of design students from varied academic and cultural backgrounds. Guiding them to align their creative ideas with the project's vision required effective communication and coordination.

Establishing a Unique Brand Identity:

Creating a cohesive identity for Mumbai Public Schools that resonated with diverse stakeholders—parents, students, and government bodies—was complex. The design needed to embody modernity while maintaining cultural and social inclusivity.

Time Constraints:

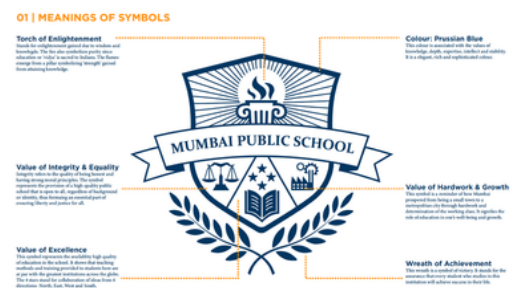
With a timeline of just four months, balancing ideation, execution, and stakeholder feedback cycles demanded meticulous planning and efficient workflows.

Stakeholder Expectations:

The project involved constant interaction with government officials, school authorities, and community leaders, each having distinct priorities. Harmonizing these perspectives while adhering to design principles added another layer of complexity.

Leading the BMC School Identity Design Project

Actions Taken to Deliver the Project



Leadership and Team Management:

I facilitated regular brainstorming sessions and workshops to unify the team's creative direction. I encouraged cross-team collaboration, ensuring that each member felt involved and motivated.

Strategic Design Process:

We conducted extensive research on successful school branding initiatives, both locally and internationally, to benchmark our efforts. Surveys and focus groups with parents, teachers, and students helped us understand their aspirations and incorporate their feedback into the designs.

Iterative Prototyping and Feedback:

To streamline stakeholder approval, we adopted an iterative design approach. Regular updates and presentations allowed us to refine the branding elements progressively while staying aligned with stakeholder expectations.

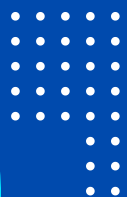
Efficient Time Management:

I created a detailed project timeline with clear milestones for each phase—research, concept development, prototyping, and final execution. This ensured that the team adhered to deadlines without compromising creativity.

Collaborative Problem-Solving:

When faced with roadblocks, such as differing opinions among stakeholders, I facilitated open dialogues to find common ground. This approach not only resolved conflicts but also fostered trust and mutual respect.

FEM POWER 2023



• The International Research Conference by Atlas
• Skilltech University collaborating with
• University for the Creative Arts (UCA) is co-
• hosting the International Conference on Gender
• and Patriarchy Studies.

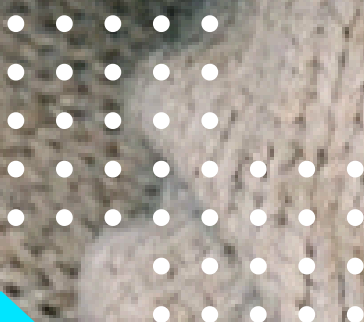
It is dedicated to bringing together a significant number of diverse scholarly events for presentation within the conference program.

This platform provides an interdisciplinary platform in bringing researchers, practitioners, and educators together, debating and sharing practice, knowledge and challenges in Gender and Patriarchy Studies.



The UCA LEADERSHIP

Cindy is a Professor in Business Innovation. A senior academic with business management experience in higher education; An experienced researcher (working on several large projects funded by EU and UK funding bodies) in international entrepreneurship and creative innovation fields, with a specific focus on small and medium-sized enterprises (SMEs), as well as a lens of entrepreneurship education and gender in general, and enterprise and entrepreneurship particularly in the creative industries



**PROFESSOR CINDY
MILLMAN**
JOINT ACTING
DIRECTOR FOR
THE BUSINESS
SCHOOL FOR THE
CREATIVE
INDUSTRIES

IIT -ALUMNI PUBLISHING- 2025



“If I crack JEE would you give me a new bike?”

They had to say yes, what other option did they have?

by Anuj Niranjana

ADVENTURE SPORTS

**OFF-ROAD MOTORCYCLING
THROUGH HIMALAYAS**

THE FUTURE

a

A close-up shot of a person's hand holding a large, white, three-dimensional letter 'a'. The hand is positioned in the center of the frame, with the fingers slightly curled around the letter. The person is wearing a dark jacket with a patterned cuff visible at the wrist. The background is a blurred outdoor scene featuring a brick-paved path and a red car in the distance.



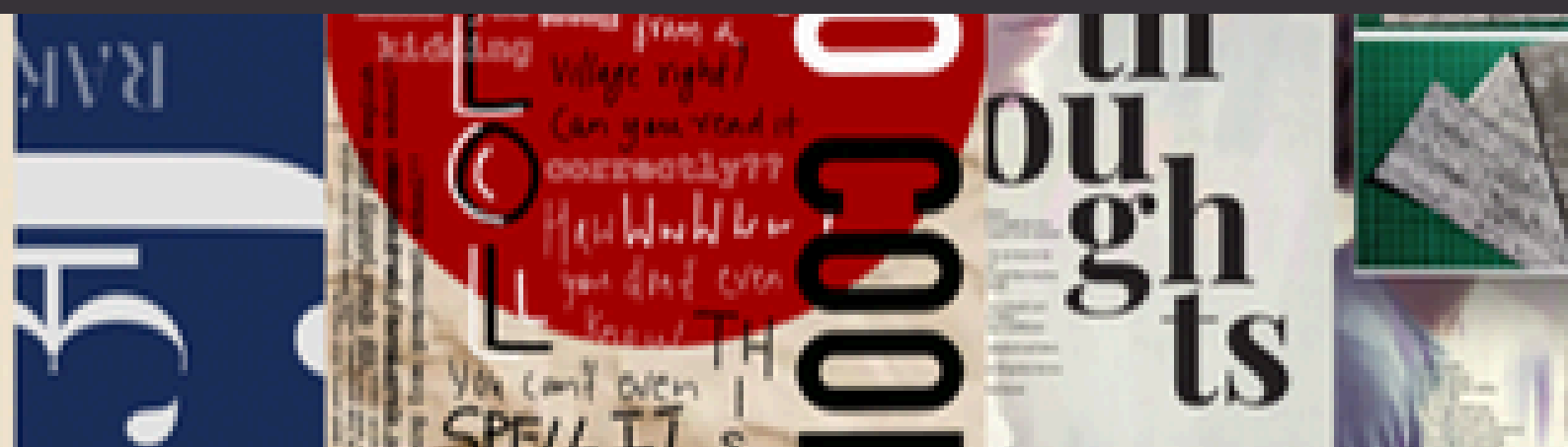
OF WORDS



THE BUSINESS OF BRANDING THE NEW WORLD!



WALL OF FAME





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David Raphael

PRODUCT DESIGN

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how
what **why**

“ ”

COMMUNICATION DESIGN

EMPATHY AND DESIGN

Problem-centered learning, and Portfolio-targeted and outcome-driven.

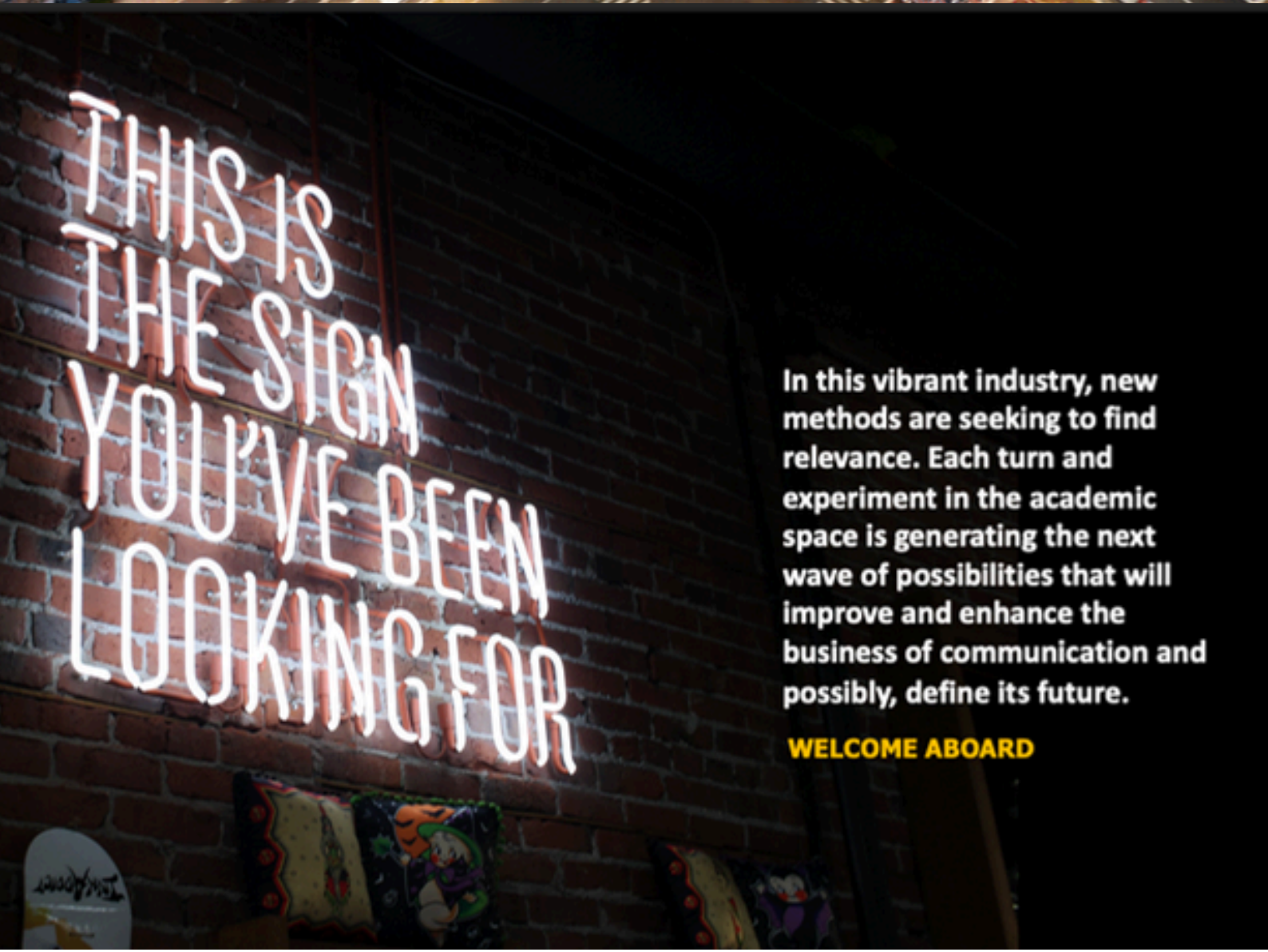
A Visualiser and Brand aware?
Advertising and Packaging?
Drawing skills and story-telling abilities?

Are you a Dreamer?



System Design

Wayfinding and signage greatly impacts how people engage with and experience indoor and outdoor spaces, and is important for architects, designers, and event organisers when planning projects. This course will teach you to plan and create signage and information design that allows a user the best experiences of outdoor events, buildings and exhibitions.



THIS IS
THE SIGN
YOU'VE BEEN
LOOKING FOR

In this vibrant industry, new methods are seeking to find relevance. Each turn and experiment in the academic space is generating the next wave of possibilities that will improve and enhance the business of communication and possibly, define its future.

WELCOME ABOARD