mala kumar is a multidisciplinary designer. she's interested in making design more emotional and inviting, and creating work that inspires interaction and play.

portfolio discocammata.com
email hello@discocammata.com
tumblr cargo-culte.tumblr.com
facebook /noiseofthecarpet
instagram @plasticpalace
flickr /swankystreet

experience

undergraduate teaching assistant teaching assistant for web development course teaching practical HTML, CSS, & javascript for undergraduate communication design students. tasks include debugging code & providing feedback on student web projects (january 2015 to present)

proctor at the new school laser lab tasks include maintaining lab equipment, file troubleshooting, & conducting workshops on using the laser cutting machines (september 2014 to present)

graphic designer at buildasign.com produced print and web assets, developed innovative customer experiences, and expanded brand identities for a suite of four e-commerce brands. engaged in on-the-spot problem solving and strategic design thinking for numerous website improvements and interactive promotions for buildasign's diverse array of brands, including printcopia, easy canvas prints, and allied shirts. also created logos and print collateral for the company's philanthropic arm, the giving program (march 2013 to july 2014)

freelance design and illustration graphic and visual design, mixed media illustration, icon design, concept development, and infographics for various clients, including the guardian project, alcalde magazine, austin speech labs, pratham austin, itexico, and gopher illustrated magazine (january 2011 to present)

freelance designer at fd2s exterior graphics, visual communication, production assistance, graphic assets, place-making strategy, and web development for way-finding and environmental graphic design agency. worked on projects for the university of colorado, southern methodist university, and memorial hermann hospital, among others (may to september 2012)

freelance designer at diversity interactive conceptualization and development of toolkits on emerging global markets and diversity within various sectors; assistance with the development of a multi-platform game interface on bike safety for the texas department of transportation: creating game design case studies, illustrating user scenarios and storyboards, meeting with vendors and educators, and communicating action items and progress to upper management. (august 2011 to november 2012)

assistant at rob roy kelly american wood type collection redesigned, updated, and implemented box labels for the 166 type specimens in the rob roy kelly wood type collection (may to september 2010)

information

education master of fine art in design + technology, parsons the new school of design (fall 2014-present)

bachelor of fine arts in design from the university of texas at austin (class of 2011)

skills & tools adobe creative suite, processing, laser cutting, laser cutting, illustration, book binding, iterative design processes & rapid prototyping/testing, soft circuitry, user-centered research, strategy, & concept development

languages english (fluent), hindi (advanced), html5 & css (intermediate), javascript/jQuery, PHP, & python (conversational)

activity

NYC media lab future interfaces selected to present & demo our project "interactive guide to learning a new language" for the future interfaces event at razorfish (november 2014)

IIT design research conference represented buildasign at the IIT design research conference dedicated to design, research, & the role of ethnography and empathy in designed environments (october 2013)

tamasha zine print and web platform for the work of south asian artists, aiming to provide a space that embraces diversity & diasporic perspectives (september 2012 to present)