

mala desai

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References and/or more recent samples available upon request.

employment

Fidelity Investments, Research Triangle Park, NC, 2015–present
Visual Designer | UXD

Part of the UXD group at Fidelity's NetBenefits Campus focused on projects within its Workplace Investing portfolio. Work collaboratively—via Agile, Waterfall and ADEPT processes—with a finely curated team of information architects, content strategists, user researchers, producers, developers, business partners, internal stakeholders, directors and other designers.

Off Broadway Shoe Warehouse, Charlotte, NC, 2013–15
Senior Graphic Designer

Develop and translate seasonal campaign concepts to key retail consumer touch points as part of eComm and Marketing/Visual Merchandising. Send out weekly emails and web graphics for mobile responsive site. Partner with agency of record, external vendors, crew and internal teams on photo shoots, image selection and various in-store/digital tactics. Aid in overall review/approval process by providing feedback on any agency deliverables. Additionally, design for grand openings/closings/relocations, special events/projects, co-op and corporate communications advertising for print/web. Write copy, create templates and version/manage files with printer(s).

Belk, Charlotte, NC, 2012–13
Art Director

Executed creative concepts across variety of advertising media (tv, catalog, direct mail, newspaper, mag, etc) to elevate brand. Translated fashion trends via remote and on-location video/photo shoot art direction, design, typography, talent casting and production. Held close relationships with copywriters, photographers, agents, producers, buyers and merch teams.

RF | Binder, New York, NY, 2010
Senior Graphic Designer

Solely responsible for re-designing company's identity/branding, designing and producing new business RFPs, and creating print/digital promotional materials for billable clients, all while trafficking my own workflow.

Thomson Reuters, New York, NY, 2009–10
Freelance Assistant Graphic Designer

Worked directly with Art Director to create, edit, and produce 100-page monthly magazine and print/digital marketing collateral for multiple audiences.

Macy's, New York, NY, 2009
Freelance Graphic Designer

Helped Senior Graphic Designer with creating trend forecasting presentations and print collateral, producing mood boards/templates, and organizing fabric samples.

Gap Inc., New York, NY, 2009
Freelance Associate Graphic Designer

Produced storefront renderings and assisted with in-store signage, window decals, photo shoots, mock-ups, and concept books for Gap, Gap Kids, Baby Gap and Banana Republic stores overseas.

Southern MN Municipal Power Agency, Rochester, MN, 2003–06
Graphics/Media Specialist

Managed all identity/branding, website re-design/development, and design and production of advertising in print, digital, radio and tv format. Created consistency/efficiency with art direction, copywriting/editing, proofreading and vendor relations.

education

Parsons New School for Design, New York, NY, 2007–09
Associate of Applied Science, Graphic Design

UNC-CH, Chapel Hill, NC, 1997–00
Bachelor of Arts, Communication Studies
Minor, Journalism and Mass Communication

computer skills

Mac/PC Platform

Sketch 3

Axure RP Pro 7

Adobe CC (InDesign, Photoshop, Illustrator, Acrobat, Bridge)

Adobe CS6 Fireworks

Adobe CS3 Dreamweaver (basic HTML/CSS)

MS Office 2011/2010 (Word, PowerPoint, Publisher, Outlook)

achievements

AIGA Design for Good Poster Show, **Artspace 525**, Charlotte, NC, 2015

Pinnacle Award Nominee, **Belk**, Charlotte, NC, 2013

Virtual Art Show, **Trendy Studio**, Miami, FL, 2011

Curated/Juried Art Exhibit, **Aronson Gallery**, New York, NY, 2011

AAS Scholarship, **Parsons New School for Design**, 2008

Pride K. Leong Scholarship, **Parsons New School for Design**, 2008

AAS Dean's Scholarship, **Parsons New School for Design**, 2007

Award for Publication Excellence in Graphic Design, **Apex**, 2006

Retail Operations Certificate II, **Corpfit Training Services**, 2002

Quincy Sharpe Mills Journalism Scholarship, **UNC-CH**, 1998–99

internships

Arnold Worldwide, New York, NY, 2008

Advertising Intern

Supported this global advertising agency's Art Directors, Graphic Designers and Copywriters on existing accounts and new business pitches. The TUMS® Dual Action print campaign was especially rewarding as the client appreciated the simple elegant direction shown through my concept.

Penguin Group (USA), New York, NY, 2008

Graphic Design Intern

Worked on the concept, design, proofing, and presentation of covers as well as copy, artwork research, mechanicals and repackages for the NAL, Dutton, and Gotham imprints. Honored to receive credit on a published trade paperback *Rooftops of Tehran* for my typographic treatment of the title.

Seventeen Magazine, New York, NY, 2007

Art Intern

Landed a highly coveted internship with this international monthly fashion magazine, exposing me to prop scouting, celebrity photo research and general support to art department.

Atlantic Business Technologies, Raleigh, NC, 2002–03

Web Coordinator

Handled in-house and client website updates as well as animated gif and HTML editing.

affiliations

American Institute of Graphic Arts, NC, 2010–present

Freelancers Union, 2007–present

South Asian Women's Leadership Forum, 2006–present

South Asian Women's Creative Collective, 2006–present