

Malayka Shirazi

Communications Specialist



Work Experience

(Click on the linked jobs to learn more)

- 2021- present
- 2019- present
- 2025
- 2019-2023
- 2018-2019
- 2018
- 2018
- 2017
- 2017
- 2016
- 2016
- 2016
- Associate (Video and Design), RoundGlass Sustain (previous: Associate, 2021-2022)
 - Communications Consultant (Content, Design & Marketing), GiZ, Villgro, AFD, etc.
 - Lecturer, School of Culture and Creative Expressions, Dr B R Ambedkar University
 - Design & Editorial Consultant, Zubaan Books
 - Artist, Researcher and Designer, Sensing the City/Kiran Nadar Museum of Art
 - Graphic Designer and Coordinator, Delhi Contemporary (IIT-Delhi)
 - Content Editor, insider.in
 - Marketing Intern, Penguin Random House
 - Chief Graphic Designer, Baithak, Music Archives & Listening Room
 - Content Writer, BuzzFeed India
 - Intern, Hindustan Times
 - Intern, The Creative Key

Profile

Graphic design artist, communication consultant, filmmaker, researcher and writer with an experience of 10+ years finding resonance in little things that bear the possibility of solving big problems. I like working on the climate crisis, sustainable ecosystems, wildlife, smells, ecology, ecofeminism, queerness and multilinguality in the subcontinent, finding ways to communicate these complex subjects through art, film, mapping and writing, studying all the curious things that make our world more interesting, more colourful. Office Swiss-knife.

Awards & Honours

- Shortlist: Bioacoustics series for Science Film Festival, 2023 by Goethe-Institut
- Longlist: The CBP Queer Writing Fellowship, The Bombay Review
- Awarded the Principal's Honour Roll (Delhi University) for contributions in graphic design to Indraprastha College for Women
- Awarded the Academic Merit Scholarship (Dr B. R. Ambedkar University, Delhi) for excellent academic performance

Publications

- "Finding the Ruh Gulab" *Histories of Indian Perfume*, Marg (2024)
- "Reforesting Arunachala Hill in Tiruvannamalai", Roundglass Sustain (2023)
- Art: Sensing the City, Kiran Nadar Museum of Art (2019)
- "Caste in Islam" CIDS Centenary Decade Magazine, Indraprastha College for Women (2018)
- "No, Katie Hopkins" Oghma. Indraprastha College for Women (2015)

Education

- MA in Creative Writing and Literary Arts, Dr B. R. Ambedkar University, Delhi
- BA (H) in Multimedia and Mass Communication, Indraprastha College for Women, Delhi University
 - Founding member and General Secretary, *Baithak*
 - Chief Designer & Editor, Multimedia Department
 - Graphic Design Head, *Parampara* (2018)
- Mapping Shifting Terrains; FICA, New Delhi

References

- Samreen Farooqui, Roundglass Sustain
- Neha Dara, Roundglass Sustain
- Shankar Kumar, GiZ

Skills

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro)
Microsoft Office Suite, Final Cut Pro, Canva
Research and report writing
Website design, animation

CURRICULUM VITAE

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Work Experiences

2021- present • **Associate (Video and Design), RoundGlass Sustain**
(previous: Associate, 2021-2022)

Film Producer and Communication Design specialist at Sustain, Roundglass' award winning 'planet' wing documenting India's ecology, biodiversity and sustainable conservation practices. As a film producer, I pitch, produce, write and create films and explainers end-to-end, finding ideas relevant to Sustain's content and ways to communicate them. As a Communication and Design specialist in Sustain's research, social and marketing teams, I manage content, visualisation and optimisation for its online and offline channels.

- Lead Sustain's visual communication; standardised its visual presence across board to ensure cohesion and establish it as a fresh, engaging encyclopaedia on social media, and a scalable science resource to business partners and collaborators
- Oversee content design on social media channels, often pitching campaigns. Trained associates on graphic designing, decreasing deliverable turnaround time by large margins and increasing Sustain's overall social media reach to **51 million** in 2024
- Ideate, supervise and produce end-to-end promotional campaigns for Sustain's online channels, such as Wildlife History Week which covered stories of India's wildlife history, culminating in one of Sustain's most popular films, **Time Turner with Raza Kazmi** (which was also made by me)
- Strategise and manage Sustain's marketing for B2B and B2C channels, converting its digital resources to events, collaborations and partnerships, such as creating a **series** of visual explainers for birding with Early Bird, which has expanded to an extensive birding course for ages 8 and above. Additionally, coordinate production design to facilitate this conversion through posters, postcards, booklets, reports, etc.
- Lead designer of all of Sustain's graphic material, including presentations, social media posts, film posters, booklets, reports, event posters, toolkits, etc.
- Produce films, videos as well as reels relevant to India's current climate and biodiversity issues, aiming to make Sustain's channels the nation's go-to resources for everything environment and ecology.
- Optimised Sustain's YouTube content according to SEO requirements, steadily increasing views by 182% and subscribers by 237%
- Conceptualised and produced **visual explainers** that make environmental information comprehensive to laypersons, creating a sub-genre of films for Sustain with a cumulative 100k+ views

Notable work: **Flaming Trees of Delhi** • **Microscopic creatures** • Video: **Finding Fungi** • explainer: **Heatwaves** • explainer: **Bioacoustics** (shortlisted: The Science Festival, Goethe Institut) • **The Sustain Booklet** • Story: **Reforestation Arunachala**

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Work Experiences

2019- present

Communications Consultant (Content, Design & Marketing), GiZ, Villgro, AFD, etc.

Provide content, design and multimedia solutions for development communication organisations focussed on innovations in sustainability, waste management, women empowerment, sustainable agriculture and similar themes, such as GiZ (India) and Villgro. Also provide designing and multimedia assistance to market research firms such as NielsenIQ, Vox Populi.

- Supervise and manage event and publication campaigns end-to-end, working with multiple stakeholders to produce campaign logos, social media promotion kits, brand content, newsletters, brochures, presentations, video presentations, project reports as well as press releases and post-campaign reports, conceptualising relevant, up-to-date designs according to brand requirements and industry standards. Pitch different types of content suitable for campaigns as well (newsletters, videos, presentations, team videos, etc.)
- Supervise visual and print communication for offline events in the sustainability and incubation space, working with multiple stakeholders to ensure brand visibility
- Ideate, create and oversee design production with two juniors as an independent consulting team, training them in communication and design to convert data to comprehensive visual summaries for clients with thorough proofreading and content checks
- Conducted research (qualitative and quantitative) interviews and prepare analysis reports, editing market research presentations into cohesive visual documents
- Illustrate data into public-friendly infographic visual presentations, most recently interpretation boards for the Aravalli Creek for The Rewilders that helped visitors understand the project's restorative work and have been put up across 8 kilometres of the Creek

Key campaigns: Unconvention with Villgro; AFD-MoHUA Swacchata Startup Challenge with Agence Française de Développement and Ministry of Housing and Urban Affairs, India; Incubating Incubators with Villgro, Deutsche Gesellschaft für Internationale Zusammenarbeit (GiZ), IRMA and ANDE; Triangular Cooperation Pilot Projects with Deutsche Gesellschaft für Internationale Zusammenarbeit (GiZ)

2025

Lecturer, Dr B. R. Ambedkar University

Taught the Strategies of Creative Writing course under the MA in Creative Writing and Literary Arts program, guiding a graduating class of 20 students in exploring forms of creative writing such as memoirs, historical fiction, poetry, introducing them to a historical study of these forms. Was also advisor to four students on their MA thesis.

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Work Experiences

2019-2023

Design & Editorial Consultant, Zubaan Books & Independent

Was an editorial and design consultant for publishing houses like Zubaan Books, and independent, self-publishing authors, offering typesetting, copyediting, design and optimisation services.

Notable work: **Home for the Halli Days** by Deepak Sridhar, Ethics in Storytelling by SEAIC

2017-2019

Artist, Researcher and Designer, Sensing the City/Kiran Nadar Museum of Art

Sensing the City was a research project undertaken to document, analyse and narrativise Delhi's ecology through the smells of the city, engaging in organised walks, assemblies, and a conclusive artistic presentation at Kiran Nadar Museum of Art, New Delhi running from September-October 2019. I was a researcher, artist, designer and walk-conductor for the project, its exhibition and its various smell assemblies. Produced 10+ maps displayed in the final show besides designing all visuals such as posters, booklets and smell cards

2018

- Graphic Designer and Coordinator, Delhi Contemporary (IIT-Delhi)

2018

- Content Editor, insider.in

2017

- Marketing Intern, Penguin Random House

2017

- Chief Graphic Designer, Baithak, Music Archives & Listening Room

2016

- Content Writer, BuzzFeed India

2016

- Intern, Hindustan Times

2016

- Intern, The Creative Key

Education

Postgraduate

Dr B. R. Ambedkar University Delhi; New Delhi, Delhi – MA in Creative Writing & Literary Arts

Sustained engagement with strategies of writing as well as contemporary critical theory through a full manuscript, research, and a thesis, all focussed on postcolonial linguistic production and the politics of narrativising through lexicons, with emphasis on queerness and the diverse histories of lexical writing. Additionally, I researched potential of digital fandom spaces as sites of meaning-making for women.

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Education

Undergraduate **Indraprastha College for Women, Delhi University; New Delhi, Delhi - BA (H) in Multimedia and Mass Communication**

Learned end-to-end multimedia production including graphic design, event design, photography, studio shows, films and radio documentaries, news productions and journalistic publications as a student of media theory, with a broad range of courses on gender, environment and politics in the college's interdisciplinary environment.

- Founding member, General Secretary and Graphic Designer of *Baithak*, Delhi university's first Music Archiving and Listening Room
- Editor of the magazine *Pravah* (2018)
- Graphic Design Head of Parampara (2018)
- Awarded the Principal's Honour Roll for my contributions to the college in design

Awards & Honours

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Skills

	Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro)
	MS Office Suite, FCP, Canva
	Research and report writing
	Website design, animation