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[LinkedIn](#)

[Portfolio](#)

Profile

Writer, researcher and graphic design artist trying to find relevance and resonance in little things that bear the possibility of solving big problems. I like working on queerness, *muslim*-ness, multilinguality and plurality in the subcontinent, art, smells, fanfiction, ecology, feminism, the act of narrativising the self, and all the curious things that make our world more interesting, more colourful.

Experience

Associate, RoundGlass Sustain; Noida — 2020-present

Part of *Sustain*, RoundGlass' 'planet' wing that documents India's climate, ecology and biodiversity, as a researcher and video editor. I pitch and produce films end-to-end, finding ideas relevant to Sustain's content, scripting them for films and producing films out of them. Also part of Sustain's social team and optimise and streamline content for their social media accounts.

- Optimised Sustain's YouTube content according to SEO requirements, increasing views by 30% and subscribers by 28%
- Standardised design for visual communication across board to ensure cohesion and establish brand identity
- Trained interns to work on design and production through Canva, decreasing turnaround time by large margins
- Ideated and produced deliverables for the promotional campaign 'I Dream of...' which garnered 7500+ views in its run
- Produce films, videos as well as reels relevant to India's current climate issues and biodiversity, aiming to make Sustain's channels the nation's go-to resources for everything environment and ecology
- Engage with rural and professional experts and in relevant fields of science, often interviewing them for our explainers on diverse subjects
- Produce high quality films with data visualisation and motion graphics to ensure visual communication

Notable work: Finding Fungi (15k+ views) • explainer: Heatwaves

• explainer: Bioacoustics • Film: Water Monitor Lizard

Consultant — Design, Video & Research; New Delhi — 2018-present

Provide graphic design solutions to Villgro Innovations Foundation and campaign partner companies for communication focussed on the

promotion of innovation in sustainability, waste management, women empowerment, and similar themes.

Also consult on market research, design and video editing for NielsenIQ's India and Singapore network, as well as Vox Populi Research, studying diverse groups for a variety of clients such as Google, Marlboro, Swiggy, Vanish, etc.

- Design campaigns end-to-end, including campaign logos, social media promotion kits, brand content, newsletters, brochures, presentations, video presentations, project reports as well as press releases and post-campaign reports
- Conceptualise designs according to brand requirements and campaign themes, keeping material up-to-date with industry standards. Pitch different types of content suitable for campaigns as well (newsletters, videos, presentations, team videos, etc.)
- Coordinate production and printing of deliverables for offline events
- Create reports, presentations and compilation videos from projects and study reports, converting data to comprehensive visual summaries for clients with thorough proofreading and content checks
- Conduct research (qualitative and quantitative) interviews and prepare analysis reports for the same

Key campaigns: Unconvention (2022) with Villgro; AFD-MoHUA Swacchata Startup Challenge (2022) with *Agence Française de Développement* and Ministry of Housing and Urban Affairs; Incubating Incubators (2020, 2021) with Villgro, *Deutsche Gesellschaft für Internationale Zusammenarbeit* (GIZ), IRMA and ANDE

Notable work: 60 Day Accelerator Program Report • Unconvention 2022, • Incubating Incubators Report

Consultant — Editorial & Content; New Delhi — 2020- present

Consult for publishing houses like Zubaan Publishing, focusing on orienting and editing pieces towards house-styles and genre.

- Copyedit, proofread and cold-read fiction and non-fiction books
- Proofread academic writing and papers for alignment to house style
- Help self-publishing authors publish books end to end, including typesetting and optimisation for Amazon Kindle

Notable work: Edited, typeset and published *Home for the Halli Days* by Deepak Sridhar

Artist, Researcher and Designer, Sensing the City/Kiran Nadar Museum of Art; New Delhi — 2018-2019

Sensing the City was a research project undertaken to document, analyse and narrativise Delhi ecology through the smells of the city, engaging in organised walks, assemblies and a conclusive artistic presentation. I collected data and conceptualised, designed and coordinated its production and presentation for the final show, apart from designing various deliverables for our smell assemblies. Our show Smells

Assembly ran in Kiran Nadar Museum of Art from September-October 2019, and is now looking at further expansion and exploration.

Graphic Designer and Coordinator, Delhi Contemporary (IIT-Delhi); New Delhi – November 2018-January 2019

Designed posters, booklets, notebooks, name-tags, etc. for the *Travelling Classroom* workshops, and managed their printing and production process through several auto-runs to Nehru Place. A lot of sweat in January.

Previous Experience Content Editor, [insider.in](#); Mumbai – Aug 2017-Oct 2017

Marketing Intern, Penguin Random House; Gurugram – May 2017-July 2017

Content Writer, BuzzFeed India; Mumbai – 2016-2017

Intern, Hindustan Times; Kanpur – May 2016-July 2016

Publications • **@readersmustdie**: A newsletter and bookstagram run by me to share my essays reviewing articles, books and artworks that speak to each other
• “Caste in Islam” *CIDS Centenary Decade Mag.*, Indraprastha College for Women (2018)
• “No, Katie Hopkins” *Oghma*. Indraprastha College for Women (2015)

Art Sensing the City, Kiran Nadar Museum of Art — September-October 2019

Awards and Honours • Longlist: The CBP Queer Writing Fellowship, *The Bombay Review*
• Principal's Honour Roll: Was awarded the Principal's Honour Roll for my contributions to the college in the field of graphic design

Education Ambedkar University Delhi; New Delhi, Delhi – MA in Creative Writing and Literary Arts, 2020
The MA in Literary Arts course enabled a sustained engagement with strategies of writing as well as contemporary critical theory. My work here including a full manuscript, research, and a thesis, focussed on postcolonial linguistic production and the politics of narrativising in the Urdu language through lexicons, with regard for and emphasis on queerness and the diverse histories of lexical writing.

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

This course started an engagement with media theory and allowed me to experiment in content production through various media. I studied graphic design, multimedia production, video editing, brand design and marketing, PR, journalism, academic research as well as a broad range of

academic courses on gender, environment and politics and enjoyed working in diverse, multi and interdisciplinary environments.

- Designed, edited and published my department's annual magazine **Pravah**
- Helped establish, organise and conduct archiving as well as lessons in music theory in a music archival room as **General Secretary** of the **MALR/Baithak Society**
- Conceptualised and designed promotional content as **Graphic Design Head** of **Parampara**, the department's annual media festival

Skills

	Adobe Creative Suite (Photoshop, Illustrator InDesign, Premiere Pro), FCP, Canva
	Research (specialise in market research, environment, gender, sustainability, social issues)
	Writing, editing, proofreading (academic and creative)
	Website design, animation

Languages

Native proficiency in English, Hindi, Urdu

References

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