

Namreta Kumar

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EXPERIENCE

Capco Digital Labs | New York, NY 2019-Present

Principal Designer, Service Design

Select Clients: Silicon Valley Bank

- Design and cultivate institutional frameworks for innovation practices and operations.
- Create scalable, consistent execution, delivery and measurement processes for Design Center of Excellence.

Dartboard | New York, NY 2015-Present

Strategic Design Lead

Dartboard is an employee benefits program designed to build wealth through debt reduction.

- Identify business development opportunities and plan product marketing strategy.
- Create competitive advantage by conducting research of new concepts to enhance product offerings.
- Co-design user experience based on ongoing analysis of user behavior patterns.
- Craft verbal identity to build awareness and garner investor support.

Redscout | New York, NY 2018-2019

Senior Innovation Strategist

Select Clients: New York Life

- Developed a system taxonomy for new line of products and services.
- Designed system architecture and service onboarding procedures.
- Designed and developed microsite for ongoing research.

DMI | Washington, DC 2018-2019

Senior Innovation Strategist

Select Clients: Liberty Mutual, Claro, Georgetown University

- Partnered with clients to identify potential product enhancement and business development opportunities.
- Planned design-thinking workshops to ideate and concept service solutions.
- Lead product vision and product concept through development life-cycles.
- Mentored junior team members to develop strategic and creative capabilities.

DigitasLBI | New York, NY 2016-2018

Senior Creative Strategist

Select Clients: American Express, T-Mobile, Goodwill

- Collaborated with senior leadership to identify potential business development opportunities.
- Generated insights that inform innovation solutions and design.
- Lead clients from strategy definition to creative idea development.
- Mentored junior team members in developing strategic and creative capabilities.

MRM // McCann | New York, NY 2016

Senior Experience Strategist, Experience Planning and Product Innovation

Select Clients: Legrand - North America, SAP

- Lead team of engineers, designers and system architects in conducting primary research.
- Uncovered new revenue opportunities for Legrand North America's digital properties.
- Analyzed SAP's Digital Marketplace to discover and identify potential business development opportunities.

Tribeca Film Institute | New York, NY 2016

Consultant, Interactive Programs

- Produced HACKED by DEF CON and Mr. Robot in collaboration with NBC Universal/USA Network, DEF CON and TOOOL.
- Developed programming for the emerging interactive market, including virtual reality, immersive experiences, augmented reality and location based installations.

Maria SP | Sao Paulo, Brazil 2015

Planning Consultant

Select Clients: Caçula de Pneus, Companhia Muller de Bebidas, Veja

- Crafted verbal strategy to communicate technology concepts to non-technology audiences.
- Wrote and developed case studies in collaboration with animation and film production studios.

ACCOLADES

- Board Member, Design Thinking Certificate Program, Center For Innovation Education at Rutgers University. (2017-2018)
- Received grant funding from New York City Economic Development Corporation for development of Dartboard. (2016)
- Selected for NYC Media Lab's Combine Program. (2016)
- Selected for Parsons Entrepreneurial Lab Fellowship. (2015-2016)
- Won Prêmio Colunistas, SP Innovation Award for The Tire Gauge. (2015)
- Won El Sol Festival Innovation Award for The Tire Gauge. (2015)
- Won Golden Egg Film Festival, LA 2014 Best Documentary for KAKUSEI : The Fukushima End, Blondion Productions. (2014)

EDUCATION

Master of Fine Arts, Design and Technology

Parsons School of Design, The New School, New York, NY

Master of Arts, Media Studies

The New School for Public Engagement, The New School, New York, NY

Bachelor of Arts, Comparative Literature and Philosophy

Rutgers College, Rutgers, The State University of New Jersey, New Brunswick, NJ