

# Namreta Kumar

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## EXPERIENCE

### **DMI | 2018-Present**

*Senior Innovation Strategist*

*Select Clients: Liberty Mutual, Claro, Volkswagen*

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

### **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.

### **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.

### **Parsons School of Design | New York, NY 2017-2018**

*Adjunct Faculty, Art Media & Technology*

- Designed and lead Computational Photography course based on computer vision and the fundamentals of experience design.

### **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 and Copywriting 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.

## **Parsons School of Design | New York, NY 2014-2015**

### *Teaching Associate, BFA Design and Technology*

- Advised students on coding, storytelling and design, primarily for BFA thesis projects.

### *Web Design Lead, Graduate Teaching Fellowship*

- Designed a front-end web development course based on HTML/CSS/JS to align with the MFA in Design and Technology's fundamentals intensive.
- Directed Web Teaching fellows to tutor and support students throughout three-week program.
- Co-managed program budget and external resources to support students and Code, Design and Web fellows.

## ACOLADES

- 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. ( 2015-1016 )
- 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*