

Aliya Maria Baptista

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EDUCATION

Master of Design, Interaction Design **Carnegie Mellon University, Pittsburgh, PA / May 2011**

- Research Assistant for Terry Irwin, Head of the School of Design
- Independent Study with John Zimmerman on leveraging Automatic Vehicle Location (AVL) technology and rider input to improve public bus transits.

Master of Arts, English Literature **University of Mumbai, India / 2007-08**

- Course work included Understanding the Novel, American Literature from the beginnings to the 1900s and 18th century literature.

Post-Graduate Diploma in Social Communications Media **Sophia Polytechnic, Mumbai, India / 2005-06**

- Deliverables included a 20-min documentary film, a magazine, an advertising campaign, a radio feature, an audio-visual creative story and a photography exhibit.

Bachelor of Arts in English Literature with Honors **St. Xavier's College, University of Mumbai, India / 2000-05**

- Awarded an Academic Credit under the English Literature Honors Program for standing as a top ten junior student.

PROFESSIONAL EXPERIENCE

Viacom18 – MTV India **Senior Executive – Creative and Content, Digital Media / 2008-09**

- Content planning, development and project management for MTV Online, brand sponsorships, and promotional activities.
- Concept development, supporting wireframes and project management for MTV U, MTV Blogs and MTV VJs.
- Other responsibilities included recommending content optimization and user experience based on site metrics analysis.

Worldwide Media – Femina (India's #1 Women's magazine) **Multimedia Coordinator – Femina Online / 2007-08**

- Concepted ideas, edited and managed copy and design for femina.in and associated microsites.
- Built partnerships with fitness, food and cosmetic companies to deliver online video content. Responsibilities included writing scripts, directing talent and managing post production of online videos.
- Authored daily column on celebrity news, music, movies, and book recommendations.

Star India - Channel [V] (Music Channel) **Assistant Producer / 2006-07**

- Part of a team responsible for pre-production, shooting and post-production of primarily Bollywood-related television programs.

SKILLS

Design Methods

Concept Development
Contextual Inquiry
User Interviews
Persona Development
Scenario Development
Research Synthesis
Video Sketching
Wireframing
Rapid Prototyping

Software

Adobe Illustrator
Adobe AfterEffects
Adobe InDesign
Adobe Flash & AS3
Adobe Photoshop
Wordpress
Microsoft Office

Business

Project Management
Client Pitches

Other

Copy Editing
Content Writing
Video Editing

Languages

English
Hindi