

Aliya Maria Baptista

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SKILLS

Design Methods

Concept Development
Contextual Inquiry
User Interviews
Journal Development
Body Storming
Participatory Research
Persona Development
Scenario Development
Framework Development
Research Synthesis
Scripting
Video Sketching
Wireframing
Rapid Prototyping
Experience 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

EDUCATION

Master of Design, Interaction Design

Carnegie Mellon University (CMU), Pittsburgh, PA / May 2011
Teaching Assistant: How People Work; Basic Interaction Design
Research Assistant for Terry Irwin, Head of the School of Design

Master of Arts, English Literature with Honors

University of Mumbai, India / 2007-08

Post-Graduate Diploma in Social Communications Media

Sophia-Shree B.K. Somani Memorial Polytechnic, Mumbai, India / 2005-06

Bachelor of Arts in English Literature with Honors

St. Xavier's College, University of Mumbai, India / 2000-05

EXPERIENCE

R/GA – New York

Intern, Interaction Design / 06.2010 – 08.2010

- Worked on the L'Oreal Paris account with the Creative Director and Interaction Design Director on concepting and wireframe development for site updates, redesigns, product launches and pitch efforts.
- Developed concepts specifically for mobile (iPhone) and Facebook.

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.