

devika menon

Human-centered Design & Strategy

Hello! I'm a designer with experience in human centered design, social impact and visual communication. My journey so far has allowed me to leverage a wide range of skills like user research, systems thinking, design strategy, visual and motion design across industries of social enterprise, education, healthcare, digital and print media. Visit devikamenon.com for a detailed version of projects, processes and outcomes.

experience

Baltimore City Health Department (BCHD) + Johns Hopkins Center for Child and Community Health Research (CCCHR) + Center for Social Design at Maryland Institute College of Art (MICA) • Baltimore

// Designer and Strategist, 2016-2017

Collaborated with BCHD and Johns Hopkins CCCHR to research, design, implement, and test youth friendly solutions to increase access to and normalize the STI/STD testing service for youth aged 15-24.

- Conducted user research and analysis to uncover actionable insights.
- Facilitated workshops with youth groups, BCHD staff and healthcare providers.
- Designed materials for print, devised implementation strategies and conducted evaluation across BCHD sexual health clinics in the city.

Social Innovation Lab at Johns Hopkins University • Baltimore

// Design Fellow, 2016-2017

- Guided social entrepreneurs to practice design research methods to rethink their products and services with key user insight.
- Strategized branding and communication plans.
- Facilitated a storytelling workshop for entrepreneurs to grow their brands.

Design for Change USA + Lakeland Elementary and Middle School • Baltimore

// Designer and Facilitator, 2017

Introduced the design thinking process to third and fourth grade students at Lakeland Elementary and Middle School using the Design For Change (DFC) framework for community problem-solving.

- Designed and facilitated experiential learning sessions based on classroom research.
- Mentored students to devise, create and present a mixed media video project to their community.
- Runner up in DFC's Global Design Challenge 2017.

Johns Hopkins Center for Communication Programs • Baltimore

// Facilitator, Human Centered Design Bootcamp, 2017

Neighborhood Institute at Strong City Baltimore • Baltimore

// Facilitator, Social Design for Community Problem-solving Workshop, 2017

Trip Creative Services • Mumbai

// Senior Communication Designer, 2013-2015

- Lead projects in animation, film, illustration and graphic design for digital and print media with clients like Sony Music India, MTV Indies, Sesame Street India.
- Participated in project planning and management, and helped make recruiting and hiring decisions.

Nickelodeon, Viacom 18 Network India • Mumbai

// Animation Design Intern, 2011

education

Maryland Institute College of Art • Baltimore

// MA in Social Design, 2016-2017

- Graduate thesis on connecting resources to entrepreneurs of color outside privileged investment networks in partnership with Invested Impact, Baltimore.
- Worked on projects with partners like Johns Hopkins Armstrong Institute for Patient Safety and Quality, Details, Gensler and the Baltimore Bike Share program.

MAAER's MIT Institute of Design • Pune

// Bachelor in Animation Film Design, 2007-2012

skills

Strategic

Human-centered Design
User Research & Analysis
Workshop Facilitation
Social Literacy
Service Design
Storytelling

Technical

Graphic Design
Illustration
Animation & Motion-Graphics
Videography & Editing

Software

Adobe Illustrator, Photoshop,
AfterEffects, InDesign
Microsoft Office
