

# RAINA KUMRA

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*Keywords: strategic innovation, holistic brand planning, scenario planning, visual culture, ethnographic research, emerging technologies, information design, data visualization, analog to digital education, environmental and public media, urban planning, interactivity, user experience design, network theory, communication theory, product design, designing for change, technology and strategy for good*

## Experience

### [The Agency for Holistic Branding: Global](#) | Founding Director (Dec.07 - Current)

- Launched a successful consulting business and a decentralized agency network platform
- Clients include Burberry, Reebok, CellularONE, Adidas, Nokia and attuned to environmental and media technology startups
- Founder and Director for Light Up Malawi, an initiative to create a renewable energy marketplace and reduce poverty in Malawi
- Strategic Communications Director for FrontlineSMS:Credit an open source middleware platform for microfinance institutions

### [Wieden+Kennedy: New York, NY](#) | Director of Digital Strategies (Aug. 06 - Nov. 07)

- Created a profitable, full service digital department in one year starting from scratch
- Led the conversion from traditional agency to digitally fluent and proficient, department by department
- Defined strategy, recruitment, processes and agency POV for a holistically integrated and innovative digital practice
- Educated and inspired agency and departmental heads on digital futures as well as one on one creative development
- Clients include Nike, Nokia, ONE.org, ABC Family, EA Games, Brand Jordan, Proctor & Gamble, and Sharp AQUOS

### [Hogeschool Van Amsterdam/UVA Department of Interactive Media: The Netherlands](#) | Guest Lecturer (Spring 06 - 08)

- Designed materials and lectures for university course on the topic of “Designing Content for Public Spaces”
- Led students through research techniques for public space, marketing and data assessment
- Final assignments evaluated on creativity, community content value, and considerations for corporate sponsorship

### [R/GA Interactive: New York, NY](#) | Interaction Designer (Jul. 05 - Apr. 06)

- Interpreted and refined client strategy with creative, user centered design proposals
- Developed functionality and content that serves users and client goals collaborating with designers and programmers
- Architected user information flows, interfaces, wireframes, schematics and all conceptual development materials
- Research techniques in cross industry advertising, marketing and technology to enhance overall design and strategy
- Clients include Nike, Nestle, Avaya, IBM, Intel, Bank of America, Target, Aveda, Ian Schragger Hotels and Nokia

### [Bartle Bogle Hegarty: New York, NY](#) | Design & Digital Producer & New Business Project Manager (Sep. 02 - Jun. 04)

- Worked across agency teams to integrate interactive projects with overall client strategy
- Delegated digital department resources and oversaw all project planning and budgets
- Managed successful new business pitches, video, print and interactive presentations
- Developed information architecture, participated in interaction design, and multimedia content development
- Clients include Levi's, Unilever, Cantor Fitzgerald/eSpeed, Johnnie Walker, Match.com, ING Direct, Mentos & AXE

### [Newsweek.msnbc.com: New York, NY](#) | Interactive Producer (Jan. 01 - Dec. 01)

- Responsible for creating, editing, and streaming of all audio and video content on national news website
- Designed and produced video content including weekly backstory interviews with writers at Newsweek
- Researched and designed content for interactive flash applications and website production
- Liaison to record labels and film companies for procuring media for Newsweek.com

### [CellularOne: San Luis Obispo, CA](#) | Special Programs Developer (Sep. 99 - Mar. 00)

- Developed and administered Customer Retention Program and conceptual marketing materials
- Introduced to the fundamentals of the wireless telecommunications industry and marketing

### [Chedd-Angier Production Company: Boston, MA](#) | Production Assistant (Feb. 99 - Sep. 99)

- Assisted editor in editing promos for Scientific American Frontiers and logging and archiving footage
- Applied all technical knowledge for digital and analog post production processes

## Education

### Harvard University

Graduate School of Design: Master in Design Studies Program: MDesS, 2005. Digital Media and Urban Planning

### Massachusetts Institute of Technology

MDesS - Harvard Joint Program, Media Lab Coursework: Product Design, Electronics, Theory and Practice, 2005 – 2006

### New York University

Tisch School of the Arts: Interactive Telecommunications Program: MPS, 2002. Production and Design

### Boston University

College of Communication: BS, 1998. Film and Television Production, Magna Cum Laude

## Technical Skills

**Video** expertise in editing, compositing, compression and integration AvidMediaComposer, FinalCutPro, AfterEffects, Premiere, DVDStudioPro, Cleaner6, Sorenson Squeeze, Flash, Maya [Web Design and Management](#) Adobe Creative Suite, MSNBCWorkbench, Dreamweaver, MSPProject, Quark, Visio, Flash Scripting  
**Sound** competent in the basics of 24 track recording [Languages](#) Java, Lingo, Basic, HTML, CSS, basic PHP scripting  
**Spoken** Fluent in English, Spanish Hindi & Punjabi, learning French and German

## Exhibitions and Honors

### MOMA - SAFE: Design Takes on Risk

“Emotional Airport Mapping” research and work selected for exhibition in Museum of Modern Art Group Show

### Utopian? Co-Curator for Rem Koolhaas’ Project on the City: Moscow

Cataloging Soviet architecture and urban planning under the direction of Rem Koolhaas and Jeffrey Inaba.

Directed, produced and edited documentary counterpart including interviews with Russia’s leading architects

### Harvard Graduate School of Design

Teaching Assistant in electronics fabrication lab for physical computing in 2005

### URBAN SCREENS 2005

Invited speaker and panelist - Presented on video art, advertising and guerilla marketing in the urban sphere

### ADA 83 (Art Director’s Club Annual)

Wins 2005 American In-House Design Award from Graphic Design USA as producer

### Web Marketing Association WebAwards in Outstanding Achievement

Wins 2003 for two campaigns; The Axe Effect and Mentos Breathmakers as producer

[Team Awards](#) Gold Effie Award 2003, 2004, Brandweek’s Guerrilla Marketer of the Year 2004, Cannes Cyber

Silver Lion 2006, Art Director’s Club Gold 2006, Webby Awards four time winner 2002-2004

### IV Salon de Arte Digital 2002 International Exhibition, Havana, Cuba

Participated with three video pieces: *Atomica Kaboom*, *Scramble* and *TechTrafficSmile*

### ITP Winter Show 2001

Presented the Video Pendant prototype & Invis-O-Vision, a technology created for the Whitney Museum of American Art

### Exit Art Gallery - Paradise Now Group show 2000

Participated with four channel video installation

## Other Work

### Volunteering

WTC/NPR memorial project, Ashirvad Village Project in India, ongoing unstructured assistance and donations, and yearly donations to women’s and children’s causes in developing nations

### Freelance Video Editor and Director

Short films for Nike, Ryan McGinness, Eyebeam Atelier and others. Shot two original long form documentaries

*The Kalki Project* about religion and *Love ‘99* about the noise rock scene in the US featuring Lighting Bolt & Deerhoof

### Tesla Corporation Board Member

Advises the board on marketing of wireless POS devices, High Definition Televisions and Cellular Phones