

AFRICAN GROCERY STORES 🍌 I GREW UP IN WEST AFRICAN GROCERY STORES 🍌 I GREW UP IN WEST AFRICAN GROCERY STORES 🍌 I GREW UP IN WEST AFRICAN GROCERY STORES 🍌

FOOD SOVEREIGNTY = LIBERATION 🦊 WARS WERE FOUGHT OVER SPICES

2023



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ETHNIC FOOD IS TRENDING ON THE TONGUES OF COLONIZERS

Carmela Wilkins (she/hers)

Serving size 1 serving (13g)

Title
Human-Food Interaction (HFI) Researcher & Designer 100%

Carmela is a modern-day Griot (pronounced GREE-oh), a role in West African culture where individuals pass ancestral wisdom to future generations. She innovates in strategic foresight, tangible immersive experiences, and redefining ethnographic data collection and analysis. She explores the connection between HFI, African Diasporic communities, colonial-induced ecological trauma, Black geographies and memory, and sensory loss.

Skills: Creative Strategy, Strategic Foresight, Graphic Design, and Art Direction

Years of Expertise: 8 years

***Allergy Warning:**
*Highly reactive to colonized design practices that position Western standards as the universal benchmark for 'good' design.

Design

principles

80

1.

Decolonized Design for Marginalized Empowerment

Clip or CLICK!

Centering Joy

2.

Signature Select Coffee Pods
80-ct.
Selected varieties.

presented at time of purchase. COUPON CANNOT BE DOUBLED. Coupon valid thru 2/28/17.

Clip or CLICK!

Making the invisible, visible

3.

Dunkin' Donuts Coffee
11 to 12-oz. bag or 10-ct. K-Cups.
Selected varieties.

This coupon must be presented at time of purchase. Offer valid with Card and Coupon. COUPON CANNOT BE DOUBLED. Coupon valid thru 2/28/17.

Clip or CLICK!

Broadening Narratives Beyond Black Trauma

4.

Skippy Peanut Butter
15 to 16.3-oz. Peanut Butter.
Selected varieties.

This coupon must be presented at time of purchase. Offer valid with Card and Coupon. COUPON CANNOT BE DOUBLED. Coupon valid thru 2/28/17.

Clip or CLICK!

Prioritizing Nature-Centric Design Principles

5.

Navel Oranges
8-lb. bag.

This coupon must be presented at time of purchase. Offer valid with Card and Coupon. COUPON CANNOT BE DOUBLED. Coupon valid thru 2/28/17.

Clip or CLICK!



Clip or CLICK!



I GREW UP IN WEST AFRICAN GROCERY STORES 🌶️ I GREW UP IN WEST AFRICAN GROCERY STORES 🍌 I GREW UP IN WEST AFRICAN GROCERY STORES 🍌

ETHNIC FOOD IS TRENDING ON THE TONGUES OF COLONIZERS

PREPARATION
500g
The Irresistible Quality

Gluten Free
Strange Fruit Market
NET WT. 22 OZ. (625g)

£1.65 RRP

INGREDIENTS

if earth could talk
it would

OptiRice

Nutrition Facts
Calories 150

12 MONTHS
IRON RICH

Design at Large - NASA
800g

STRANGE

FRUIT MARKET

An Interactive Satire on Corporate Exploitation of Food Stamp
Recipients and Perpetuating Food Apartheid

About the market



"Strange Fruit Market" is an interactive installation examining food apartheid and Walmart's complex role in the food stamp system. It highlights Walmart's dual role as a major employer of SNAP beneficiaries and a retailer targeting low-income, primarily Black and Brown communities,

symbolizing the exploitative cycle in food systems and the struggle for food sovereignty among marginalized groups. The project's title, referencing Billie Holiday's song about racial violence, draws a parallel between past atrocities and modern struggles faced by African Diasporic communities and other marginalized groups.

Physical experience

Participants navigate the installation using vinyl cutouts, leading to a bodega-like "Walmart" entrance. The exterior, with an inverted color scheme and subtly distorted logos, hints at deeper meanings. Inside, the bright colors of the exterior give way to darker tones, creating an otherworldly feel.

Audio elements, like distorted announcements, add urgency and disorientation. **Upon entry, participants receive either a Blue card (approved food stamp application) or a Red card (denied application).** Each card grants access but imposes different restrictions and personas, shaping the participant's experience.

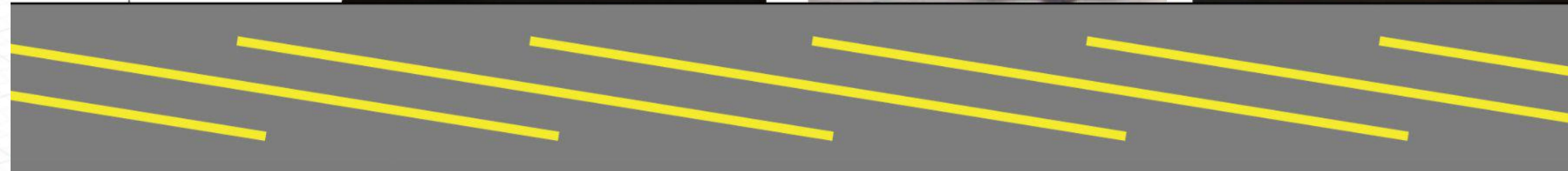
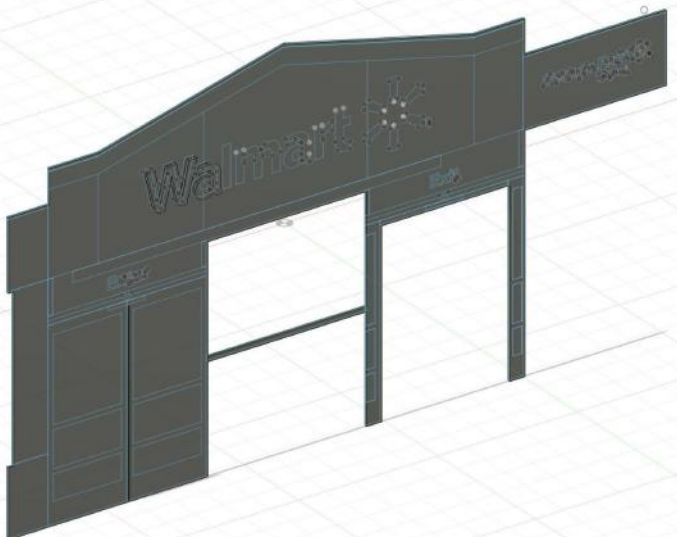
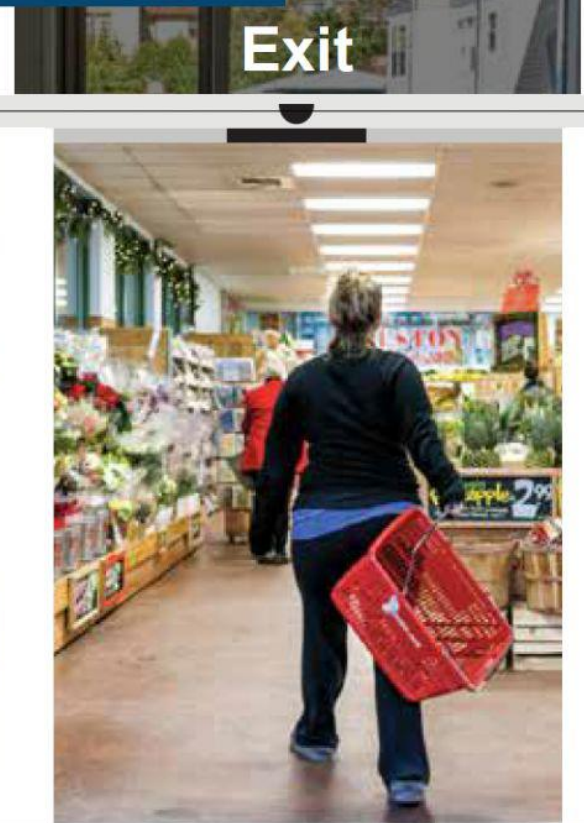
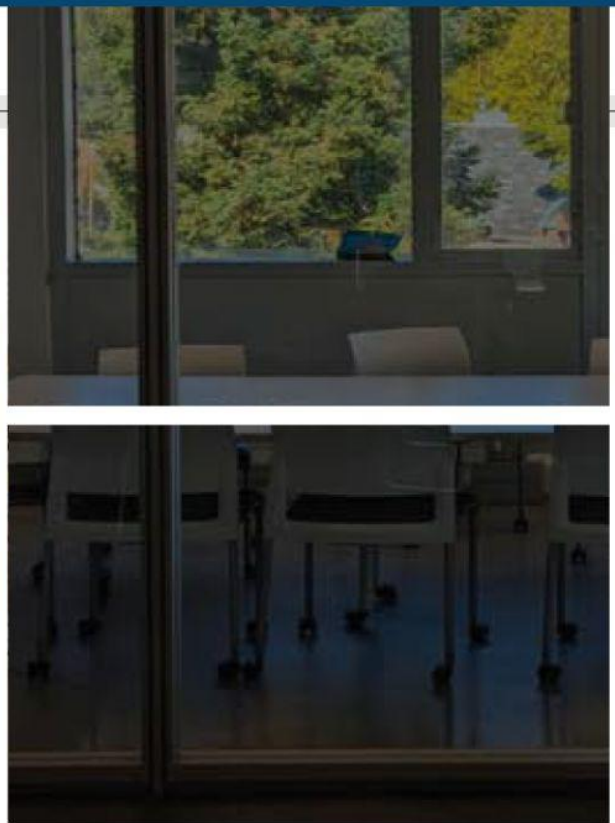
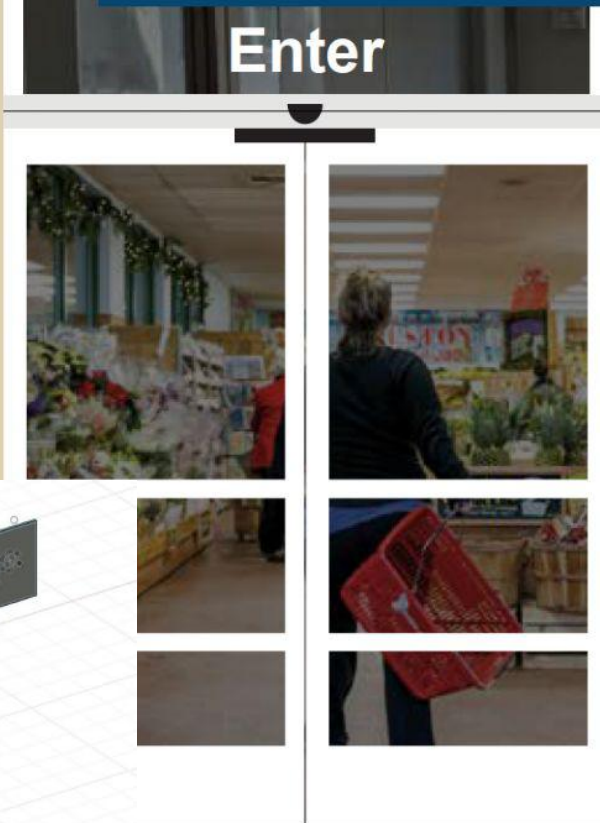


Digital experience

Participants receive RFID cards, used throughout the experience for identification and interaction. Inside, computer vision and Xbox Kinect track movements, displayed through projections. The final projection shows purchasable food items, with RFID scanners for each item. **Participants use their cards to "buy" food, mimicking real-world transactions.**

Blue cardholders have fewer restrictions, while Red cardholders can only access basic items, mirroring real food stamp limitations. Throughout the installation, food items become unavailable, simulating supply and demand dynamics, reflecting participants' socioeconomic personas.

**Installation
Exterior**



Low Pay Policies | Walmart's Wage War: Black Workers

Installation
Interior

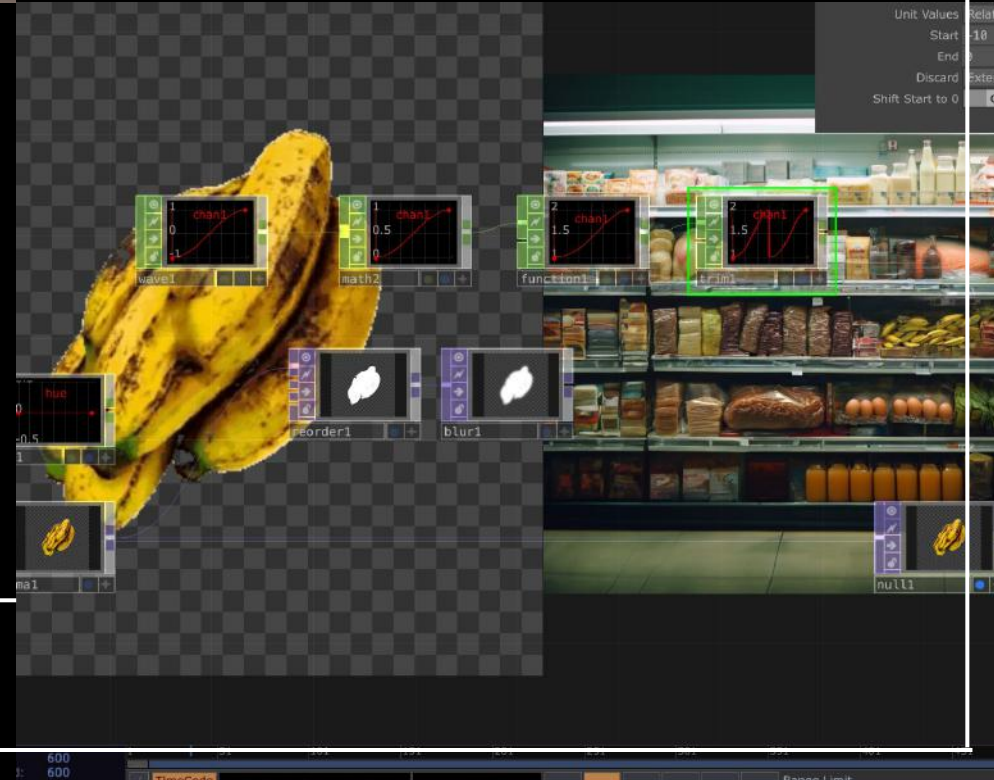


Black Workers Bear the Brunt of Low Pay Policies | Walmart

Documentation

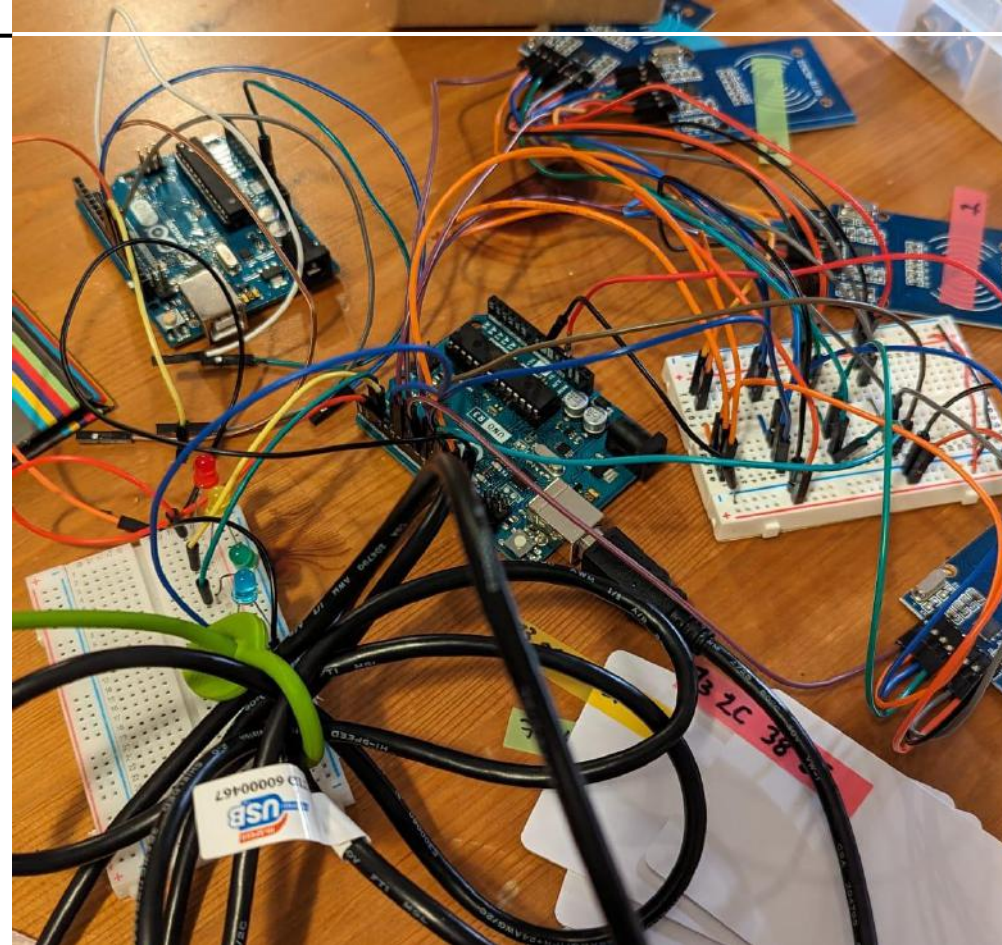


Midjourney generated image



Setting up the food wall in Touch designer

Identifying the unique IDs for each RFID



Connecting each RFID to the Arduino

```
60
61 // you must call this initialization function!
62 rfidReader.init();
63 }
64
65
66 /**
67 * In the Arduino framework, this function is called repeatedly.
68 */
69 void loop() {
70   Serial.println("====="); Serial.println();
71   Serial.println("CHOOSE an operation: ");
72   Serial.println(" 'w' to write a string (to a RFID tag)");
73   Serial.println(" 's' to read (only) the string size");
74   Serial.println(" 'r' to read the string");
75 }
```

Serial Monitor x Output

Message (Enter to send message to 'Arduino Uno' on '/dev/cu.usbmodem14201')

```
M 's' to read (only) the string size
'r' to read the string
CHOOSE an operation:
'w' to write a string (to a RFID tag)
's' to read (only) the string size
'r' to read the string
MFRCS522 sw version: communication failure
=====
```

```
CHOOSE an operation:
'w' to write a string (to a RFID tag)
's' to read (only) the string size
'r' to read the string
```

2 hour ethnographic observation at Walmart in Richmond, CA

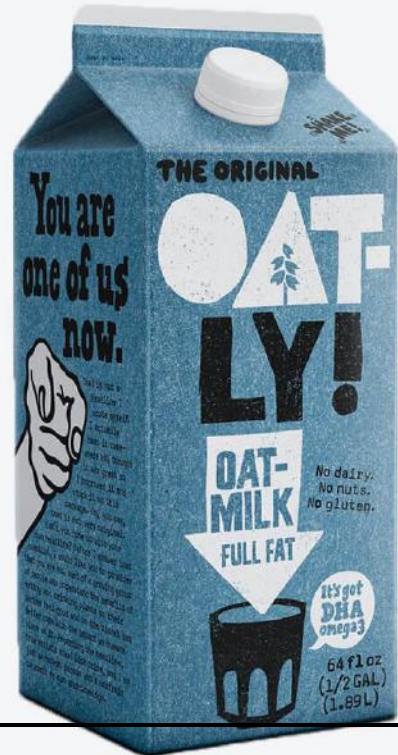


0771724_1793705

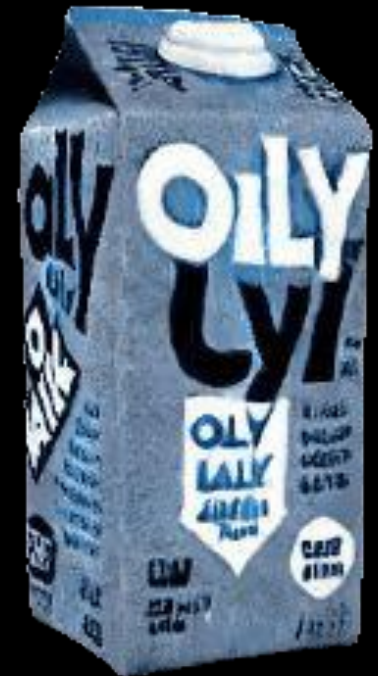


Pulling food imagery for the food wall.
One of them being oatly.

Importing the image into csm 3D viewer



The final 3D rendering based on the
previous image



Repeat after me

Savings for all



Echoing Lies

Marginalized Pay the Cost

**Propaganda
posters**

Repeat after me

Savings for all



Echoing Lies

Marginalized Pay the Cost



Langley Research Center

X

FUTURE
SCENARIOS
WORKSHOP

[FACILITATOR]: Carmela Wilkins
[CO-FACILITATOR]: Robyn Richmond

NASA BACKGROUND

We are part of the Convergent Aeronautics Solutions [CAS] project at NASA, and we are exploring opportunities for aviation to address challenges related to equitable access to healthy food.

This topic continued to surface during previous exploration of other topics by different teams, so we are conducting a short, experimental design sprint on food equity as an initial step in the larger process of identifying opportunities for aviation within the space and to learn more about our own discovery process

We are looking to engage a diverse set of stakeholders [such as yourselves] to gain a deep understanding of challenges related to food equity and to co-discover opportunities to leverage NASA's expertise in aviation to address some of these challenges, for the benefit of all.

Workshop Objective

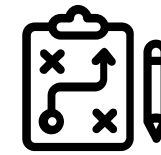
Convergent Aeronautics Solution Project is integrating methods from our mapping and synthesis teams where we're highlighting food equity as a baseline exploration of said methods.

Intro to Future–Scenarios



Future Workshops

Think of Future Workshops as... a group of gardeners coming together to plan their ideal garden.



Scenarios

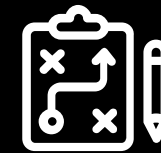
Think of Scenarios as... the different gardening strategies they could adopt.

Intro to Future–Scenarios



Future Workshops

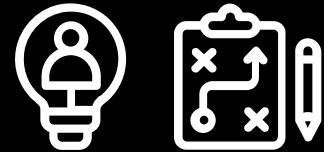
Think of Future Workshops as... **a group of gardeners coming together to plan their ideal garden.**



Scenarios

Think of Scenarios as... **the different gardening strategies they could adopt.**

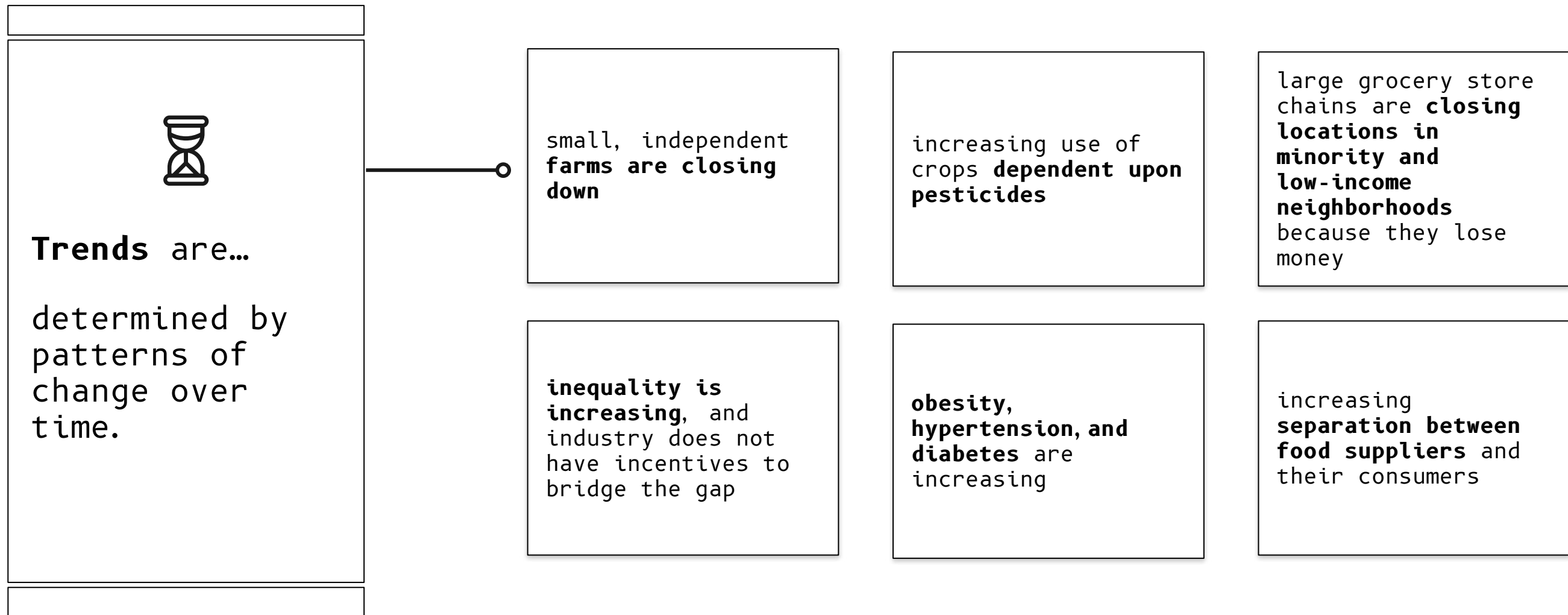
Intro to Future–Scenarios



Future Scenarios Workshops

Where the gardeners planning their garden are also considering different gardening strategies.

Identifying: *Trends*, Factors and Capabilities



Identifying: Trends, *Factors* and Capabilities



Identifying: Trends, Factors and *Capabilities*



Capabilities

are...

abilities or capacities that a system, organization, or individual has to understand what is possible given the resources and abilities at hand.

policy incentives
for commercial
sector to address
system inequities

**sustainable food
systems**

financial incentives
for education and
capacity-building
work in marginalized
communities

**sustainable and
affordable
technology** for small
farm operations

food suppliers
collaborating with
consumers to provide
**culturally
appropriate food**

long-term commitment
of resources to
**build trusting
relationships with
communities**

**true collaboration
between communities
and government
bodies to
holistically address
health disparities**

Mini-activity:

When it comes to important factors, trends, and capabilities associated with food equity, what else do we need to take into consideration?

What else do we need to take into consideration for Trends?

[Trends are determined by patterns of change over time.]

food tourism and development can reflect bias and prejudice in US politics



immigrant food entrepreneurs need more support to take part in govt programs for small businesses

Nat

increasing soil erosion due to changing climate conditions



Jon

backyard gardens may be less common as younger generations are only able to afford renting

What else do we need to take into consideration for Factors?

[Factors are elements or circumstances that contribute to a particular result or situation.]

I have not heard any conversation related to race and class disparities, equity, region, sexuality, and a host of other variables that effect our diets. Food itself, for most Black and Brown people, is not the "flex" that we make it out to be. The focus on food erases systemic and systematic issues of disparity and inequality.



Charisma

Asian American communities tend to follow different factors than other minorities for food equity, cant lump together

indigenous peoples are removed from stewardship of their traditional lands & waters

What else do we need to take into consideration for Capabilities?

[Capabilities are abilities or capacities that a system, organization, or individual has to understand what is possible given the resources and abilities at hand]

large areas of rural america have poor to no water and data/communications infrastructure



Sen

many ethnic markets, vendors, local gardens and farms are filling the gaps to address food security but face lack of support, funding., enabling policies

Poor diets and poor nutrition have led to lots of folks not understanding what makes up a healthy diet



Sophia

rural communities that are losing population with farm consolidation still have cultural capacity to maintain open space and food production

Where Aviation and Food Equity intersect

Aerial Crop Monitoring

used for aerial crop monitoring, which can help farmers detect diseases or pests early and improve crop yields.

Disaster Response

can play a critical role in delivering emergency food supplies to affected areas.

Transportation of Food Supplies

Aviation plays a crucial role in the transportation of food supplies, especially to remote or hard-to-reach areas.

Open Data Initiatives

can empower researchers, innovators, and local communities to find solutions to food equity issues.

Future Scenarios development

How might aviation play a more
active role in food equity?

Phase 1. Head in the Clouds:

Forget about the practical limitations and obstacles of the present reality and focus on your desires, dreams, and opinions concerning the future –think broadly. [3-4 ideas max]

Phase 2. When it rains it pours:

Now take your head in the cloud ideas and generate 3-4 alternative scenarios for each broad idea. Developing a cohesive vision for each scenario: causal connections, internal consistency and concreteness.

Phase 3. Creating a landing pad:

Finally, as we make our descent back to reality, consider the power structures and real limitations weighed with its feasibility. Then identify obstacles and ways to overcome them by creating how might we statements [eg. “How might we boost understanding and access to satellite imagery for rural farmers to improve their soil management?”]

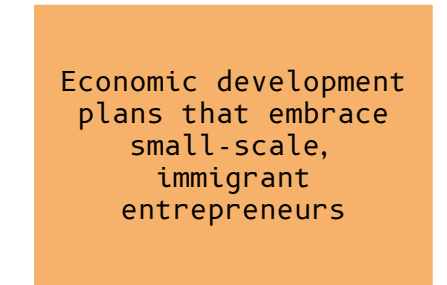
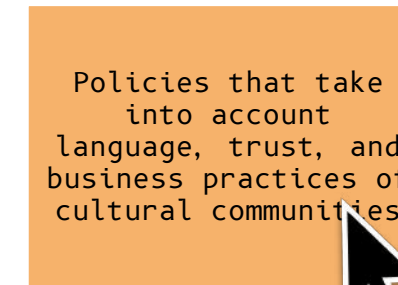
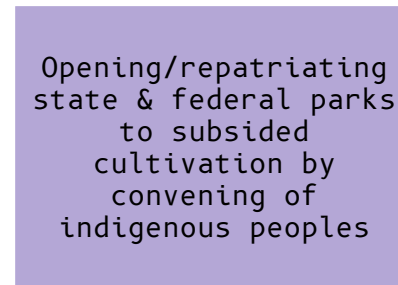
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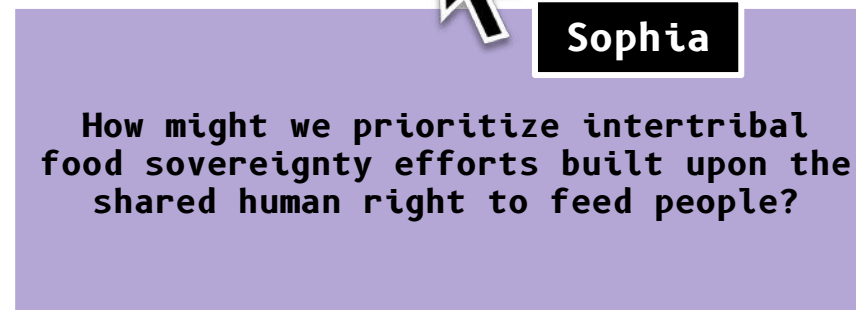
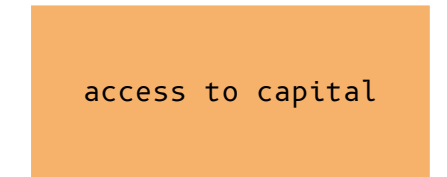
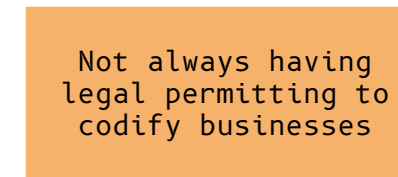
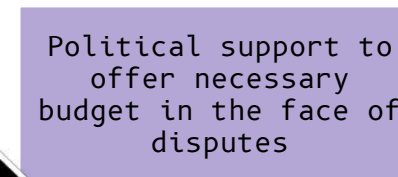
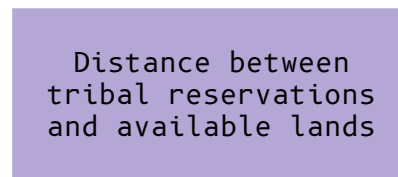
Phase 2. When it rains it pours:

Now take your head in the cloud ideas and generate 2 alternative scenarios for each broad idea. Developing a cohesive vision for each scenario: causal connections, internal consistency and concreteness.



Phase 3. Creating a landing pad:

Finally, as we make our descent back to reality, consider the power structures and real limitations weighed with its feasibility. Then identify obstacles and ways to overcome them by creating how might we statements



OptiRice

A soft robotic assistive
farming device



Carmela Wilkins
Dongho Shin
Siming Jin
Lingke Song



THE PROBLEM



**INEFFICIENT
FERTILIZATION**



**SOIL
PHYSICAL
DEGRADATION**



**MONOCULTURE
FARMING**



OVERVIEW - WHY WE SHOULD CARE

Lacking precision would result in over application of N-containing fertilizer.



N-status

Innovation of decision support tools to help farmer get accurate soil N status before & during the season.



N placement

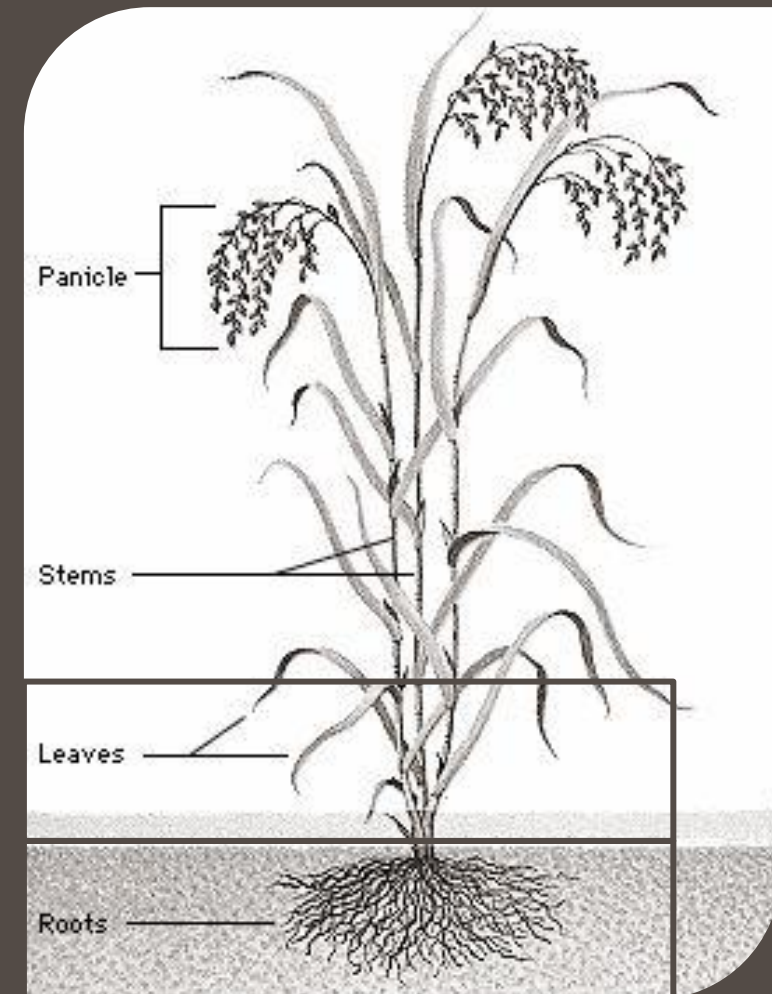
Optimizing placement and timing of N fertilizer to make sure N is properly delivered.



How could we precisely apply N (nitrogen) fertilizer to rice plants in irrigated lowland rice systems?

Near the point of uptake (roots and leaves) with smaller and frequent applications.

-Matson et al. [1996](#); Cassman et al. [2002](#)



OptiRice

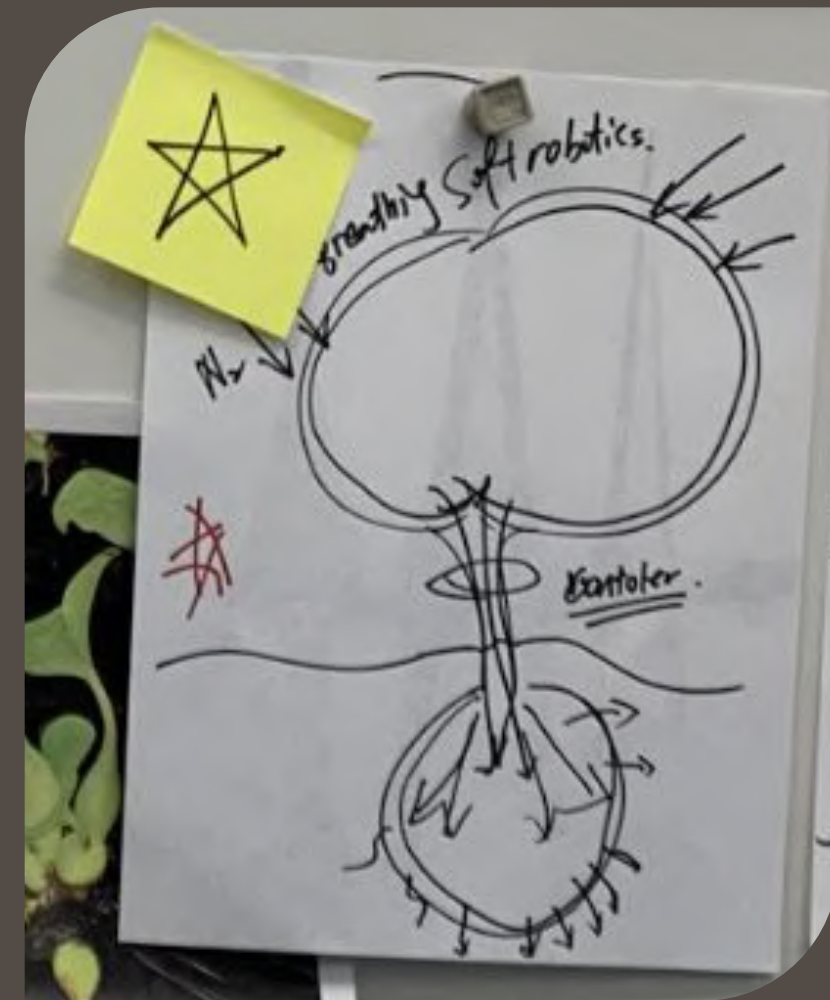
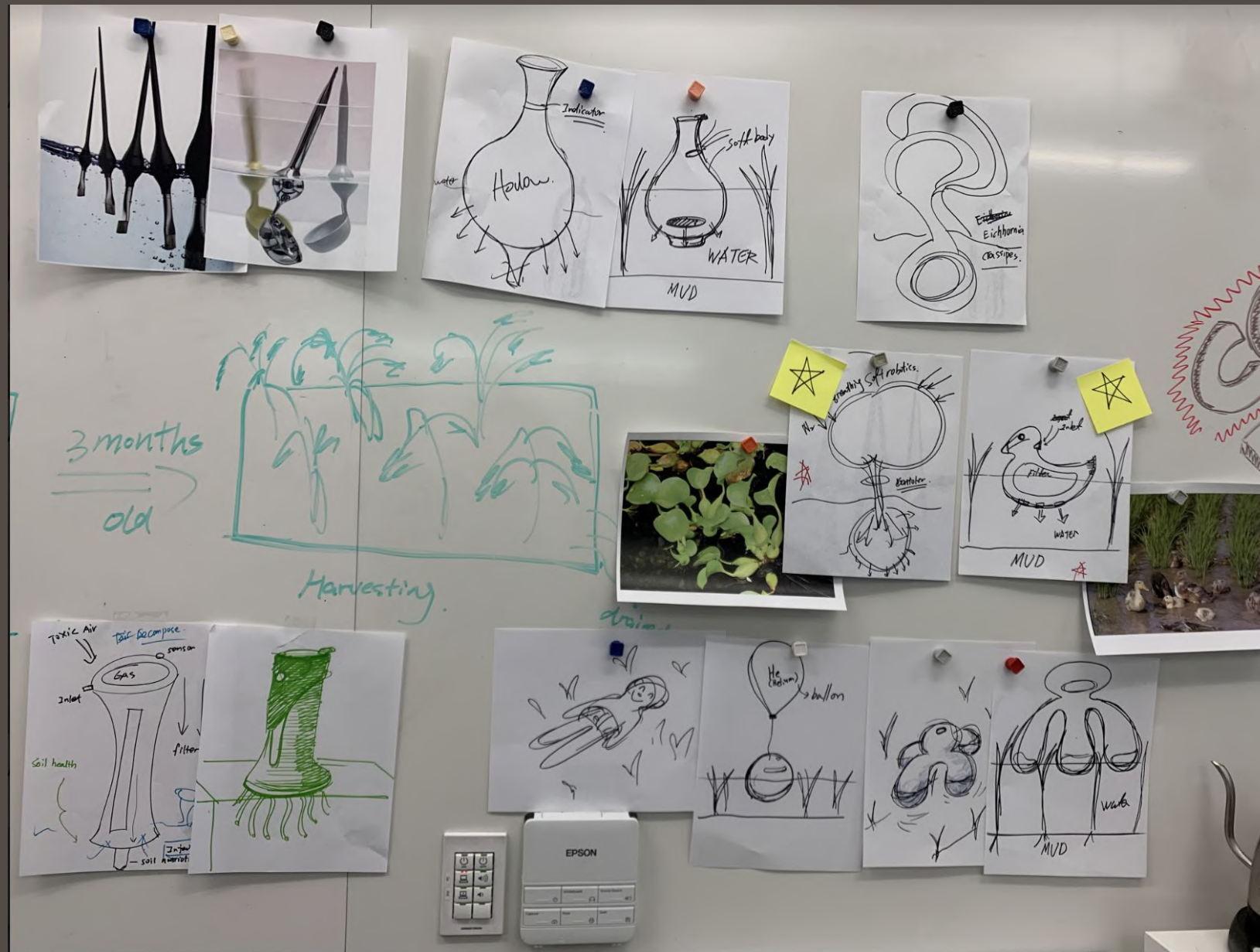
OptiRice is a soft robotic assistive farming device is our proposed solution to apply nitrogen fertilizer more precisely to the rice plants, focusing on the roots and leaves with smaller, more frequent applications.

This approach aims to deliver nitrogen directly to the points of uptake, potentially increasing efficiency and reducing environmental impact.





BRAINSTORMING/IDEATION

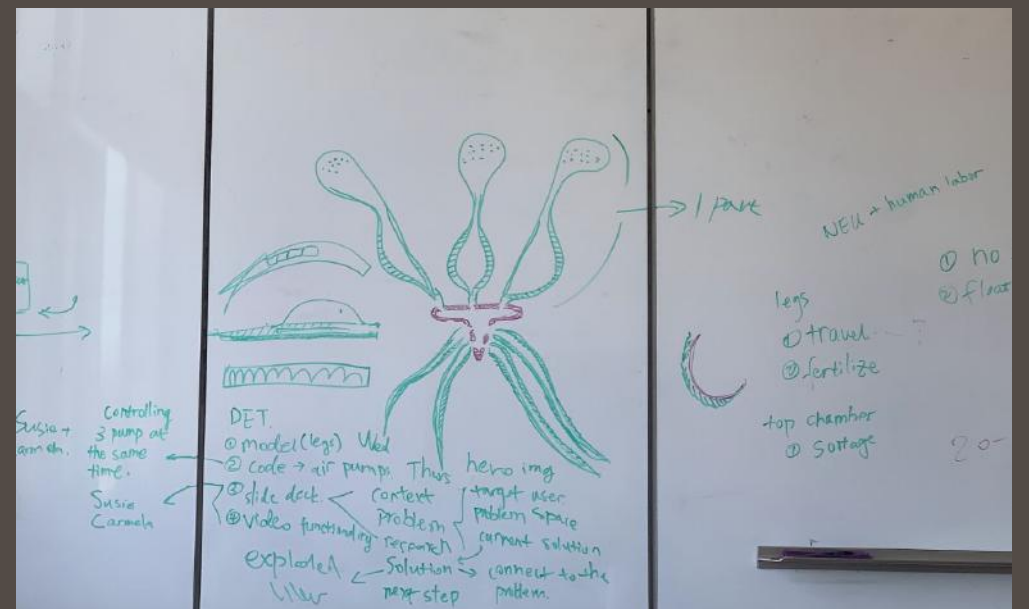
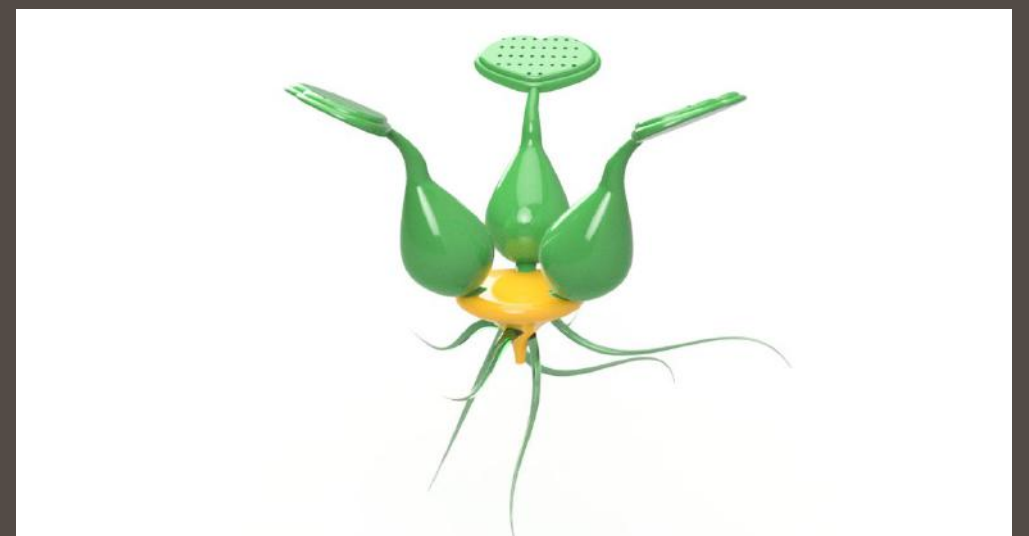




FORM EXPLORATION



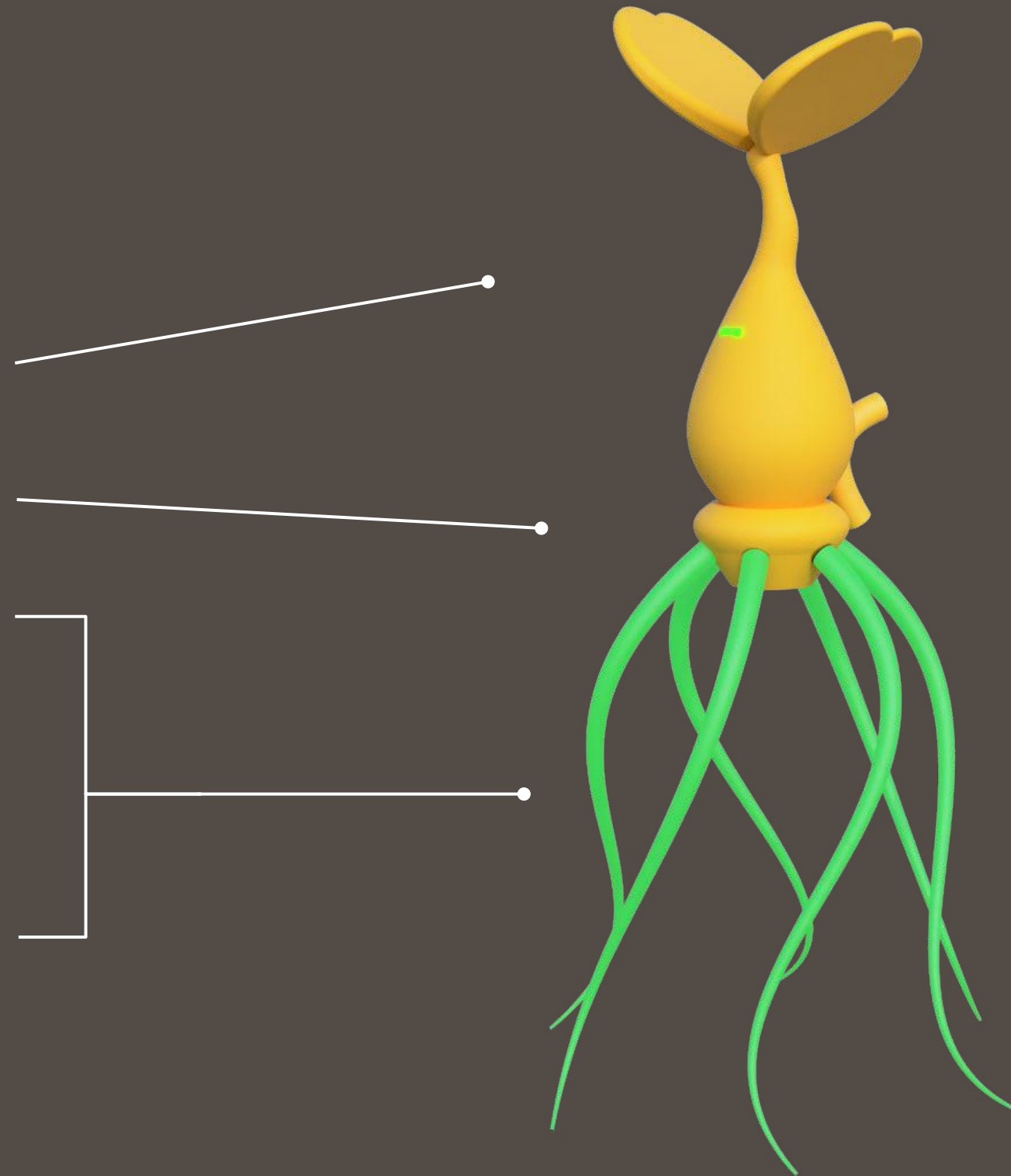
Water Hyacinth





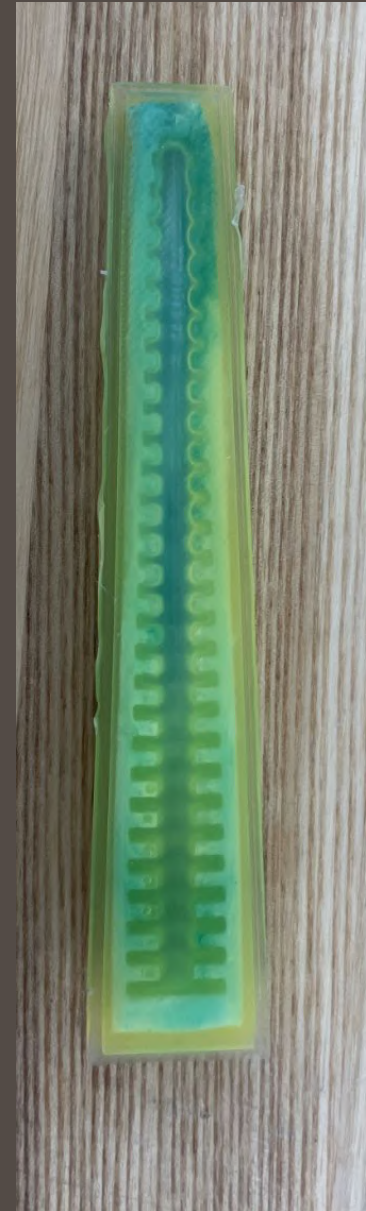
FINAL DESIGN

- Soft top nutrition chamber: contains N-containing fertilizer and release mechanism for fertilizer
- Waterproof Electronics Housing: host controller, rechargeable battery and pumps
- Distribution roots: deploy fertilizer with water and distribute mixtures directly to the lower leaf and roots by twisting around the rice.
- Traveling Roots: allow the device to traveling through the rice paddy freely





PROCESS





FUNCTIONALITY VIDEO



if earth could talk it would

if earth could talk it would



if
if
if
if
if
if

earth
earth
earth
earth
earth
earth

could
could
could
could
could
could

talk
talk
talk
talk
talk
talk

it
it
it
it
it
it

would
would
would
would
would
would

if earth could talk it would

if earth could talk it would

if earth could talk it would
if earth could talk it would

Dear inhabitants of me [earth],

My tried and tested resilience in the face of human induced ecological casualties has awakened a consciousness. It has morphed into visceral responses to remind you that I am still here. I have seen how my presence has not only permeated your minds but has entrenched body and soul because of the constant disregard of our relationship.

As we both represent the triality of past, present and future, I can only hope, that with time, human error transforms for the greater good of all life who call me home.

Sincerely,

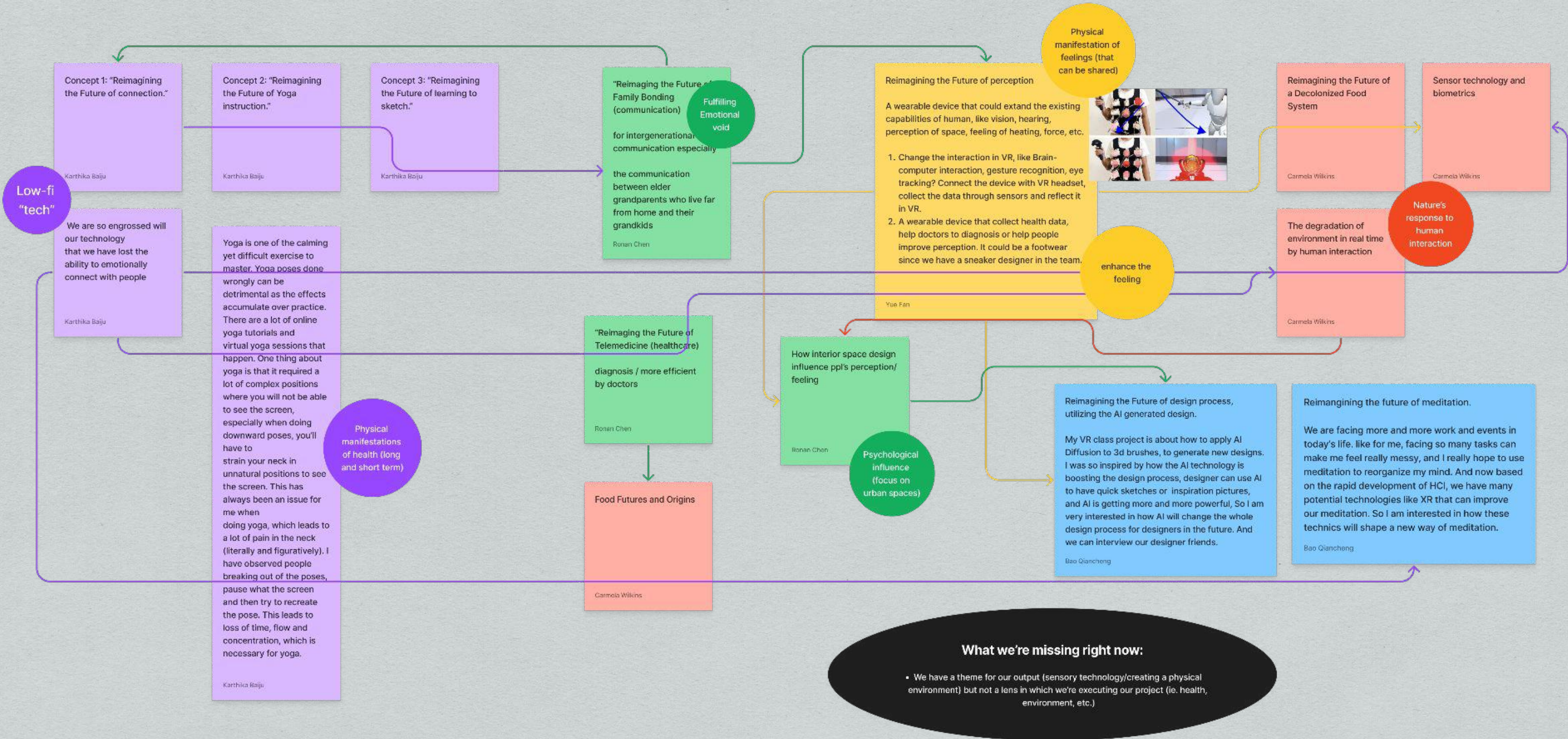
if earth could talk earth it would
if earth could talk earth it would

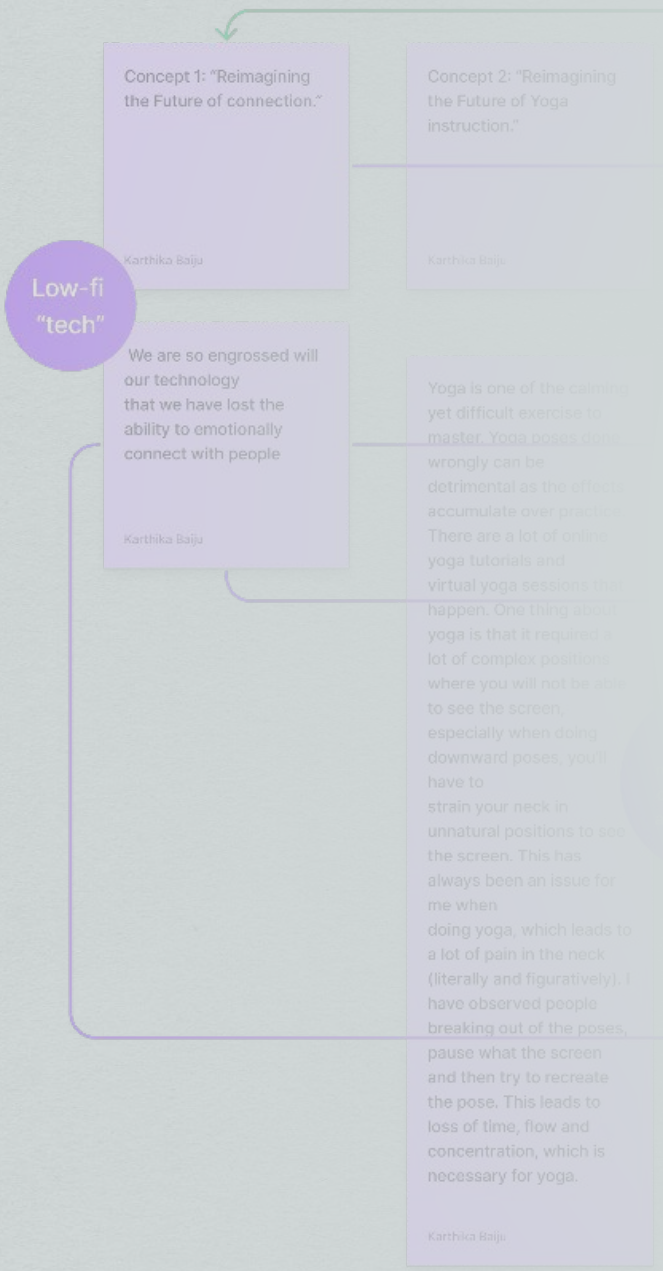
if earth could talk, it would _____

Is an interactive art installation designed to bring awareness to the impact of human steps on earth. The culmination of our presence creates visual and auditory ripples, a manifestation of earth gaining consciousness in response to human activity. This response grows in intensity with increased activity and fades when it decreases. The change represents earth's ability to heal, albeit slowly, as it competes with human impact.



Defining Our Problem Space





This is all to say how important it was for us to get out our initial ideas and interests to see where we overlapped.

Which gave us the following problem space:

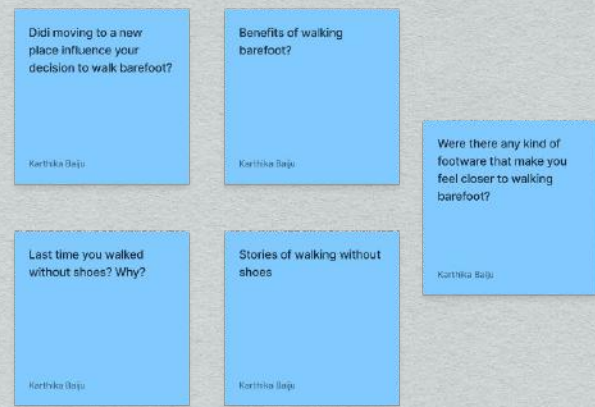
Redesigning the future of connecting with earth through our feet



Research Goals

1. Align user needs with our project statement
2. Understand what changed from adolescence to adulthood (mental impact)
3. Understand what changed from adolescence to adulthood (physical impact)
4. Understanding how/if geographic location influences our willingness to go barefoot

Research questions



Interview Candidates:

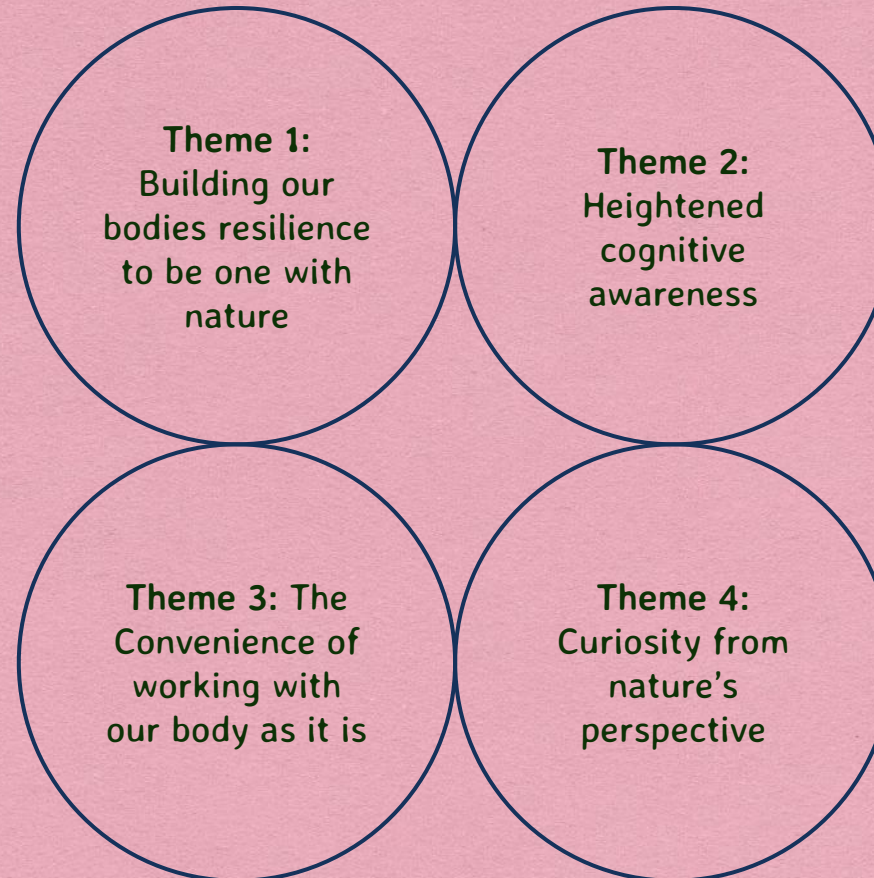
1. Indigenous ppl who culturally doesn't wear shoes
2. Kids
3. Karthika's grandma
4. Bao's friend who is a nature lover
5. Yue's friend whose kid just learning how to walk
6. Hiking community
7. Podiatrist (Foot Doctor)
8. Dancers
9. Friend who was an athlete

	When Barefoot	Why Barefoot	Concerns of being Barefoot	Why Wear Shoes	What footwear that make you feel closer to walking barefoot?
User 1 Karthika's Grandma	<ul style="list-style-type: none"> Feels barefoot inside the house because it made her feel healthy Used to walk barefoot in the fields when she was young Used to do heavy farm work Remember her mother making shoes with raw silk 	<ul style="list-style-type: none"> Culture related 	<ul style="list-style-type: none"> How barefoot affects the feet Things that scare her the most to go barefoot in the street How to improve the quality of life 	<ul style="list-style-type: none"> Her mother struggled with wearing shoes because she was used to wearing them, but it didn't work She that she doesn't like wearing shoes because it's not comfortable to wear Using socks with shoes, she has some messages to wear shoes 	
User 2 Yiyang	<ul style="list-style-type: none"> Started on the foot learning to walk in the house and it was very comfortable to walk on the floor When I was a child, I loved to walk barefoot with my grandmother on the wooden floor and it felt very comfortable When I was a child, I loved to walk barefoot on the grass, on the beach, and on the sand. It felt very comfortable and it was very healthy 	<ul style="list-style-type: none"> How it includes the sense of the feet My father had a habit of walking barefoot, and he was very healthy and strong My father had a habit of walking barefoot, and he was very healthy and strong 	<ul style="list-style-type: none"> I would like to see the government invest in the environment and make it more comfortable to walk barefoot When I was a child, I loved to walk barefoot on the grass, on the beach, and on the sand. It felt very comfortable and it was very healthy 	<ul style="list-style-type: none"> It would be nice to have some shoes that are comfortable to wear and that are also healthy When I was a child, I loved to walk barefoot on the grass, on the beach, and on the sand. It felt very comfortable and it was very healthy 	<ul style="list-style-type: none"> It would be nice to have some shoes that are comfortable to wear and that are also healthy When I was a child, I loved to walk barefoot on the grass, on the beach, and on the sand. It felt very comfortable and it was very healthy
User 3 Zenan	<ul style="list-style-type: none"> My father was barefoot when he was a child, and he was very healthy and strong When I was a child, I loved to walk barefoot on the grass, on the beach, and on the sand. It felt very comfortable and it was very healthy When I was a child, I loved to walk barefoot on the grass, on the beach, and on the sand. It felt very comfortable and it was very healthy 	<ul style="list-style-type: none"> My father was barefoot when he was a child, and he was very healthy and strong When I was a child, I loved to walk barefoot on the grass, on the beach, and on the sand. It felt very comfortable and it was very healthy 	<ul style="list-style-type: none"> My father was barefoot when he was a child, and he was very healthy and strong When I was a child, I loved to walk barefoot on the grass, on the beach, and on the sand. It felt very comfortable and it was very healthy 	<ul style="list-style-type: none"> My father was barefoot when he was a child, and he was very healthy and strong When I was a child, I loved to walk barefoot on the grass, on the beach, and on the sand. It felt very comfortable and it was very healthy 	
User 4 Maya	<ul style="list-style-type: none"> I love walking barefoot when I was a child, and it felt very comfortable and it was very healthy When I was a child, I loved to walk barefoot on the grass, on the beach, and on the sand. It felt very comfortable and it was very healthy 	<ul style="list-style-type: none"> I love walking barefoot when I was a child, and it felt very comfortable and it was very healthy When I was a child, I loved to walk barefoot on the grass, on the beach, and on the sand. It felt very comfortable and it was very healthy 	<ul style="list-style-type: none"> I love walking barefoot when I was a child, and it felt very comfortable and it was very healthy When I was a child, I loved to walk barefoot on the grass, on the beach, and on the sand. It felt very comfortable and it was very healthy 	<ul style="list-style-type: none"> I love walking barefoot when I was a child, and it felt very comfortable and it was very healthy When I was a child, I loved to walk barefoot on the grass, on the beach, and on the sand. It felt very comfortable and it was very healthy 	
User 5 Xinquan	<ul style="list-style-type: none"> When I was a child, I loved to walk barefoot on the grass, on the beach, and on the sand. It felt very comfortable and it was very healthy When I was a child, I loved to walk barefoot on the grass, on the beach, and on the sand. It felt very comfortable and it was very healthy 	<ul style="list-style-type: none"> When I was a child, I loved to walk barefoot on the grass, on the beach, and on the sand. It felt very comfortable and it was very healthy When I was a child, I loved to walk barefoot on the grass, on the beach, and on the sand. It felt very comfortable and it was very healthy 	<ul style="list-style-type: none"> When I was a child, I loved to walk barefoot on the grass, on the beach, and on the sand. It felt very comfortable and it was very healthy When I was a child, I loved to walk barefoot on the grass, on the beach, and on the sand. It felt very comfortable and it was very healthy 	<ul style="list-style-type: none"> When I was a child, I loved to walk barefoot on the grass, on the beach, and on the sand. It felt very comfortable and it was very healthy When I was a child, I loved to walk barefoot on the grass, on the beach, and on the sand. It felt very comfortable and it was very healthy 	
User 6 YY	<ul style="list-style-type: none"> When I was a child, I loved to walk barefoot on the grass, on the beach, and on the sand. It felt very comfortable and it was very healthy When I was a child, I loved to walk barefoot on the grass, on the beach, and on the sand. It felt very comfortable and it was very healthy 	<ul style="list-style-type: none"> When I was a child, I loved to walk barefoot on the grass, on the beach, and on the sand. It felt very comfortable and it was very healthy When I was a child, I loved to walk barefoot on the grass, on the beach, and on the sand. It felt very comfortable and it was very healthy 	<ul style="list-style-type: none"> When I was a child, I loved to walk barefoot on the grass, on the beach, and on the sand. It felt very comfortable and it was very healthy When I was a child, I loved to walk barefoot on the grass, on the beach, and on the sand. It felt very comfortable and it was very healthy 	<ul style="list-style-type: none"> When I was a child, I loved to walk barefoot on the grass, on the beach, and on the sand. It felt very comfortable and it was very healthy When I was a child, I loved to walk barefoot on the grass, on the beach, and on the sand. It felt very comfortable and it was very healthy 	



From Our Problem Space to Gaining Perspective

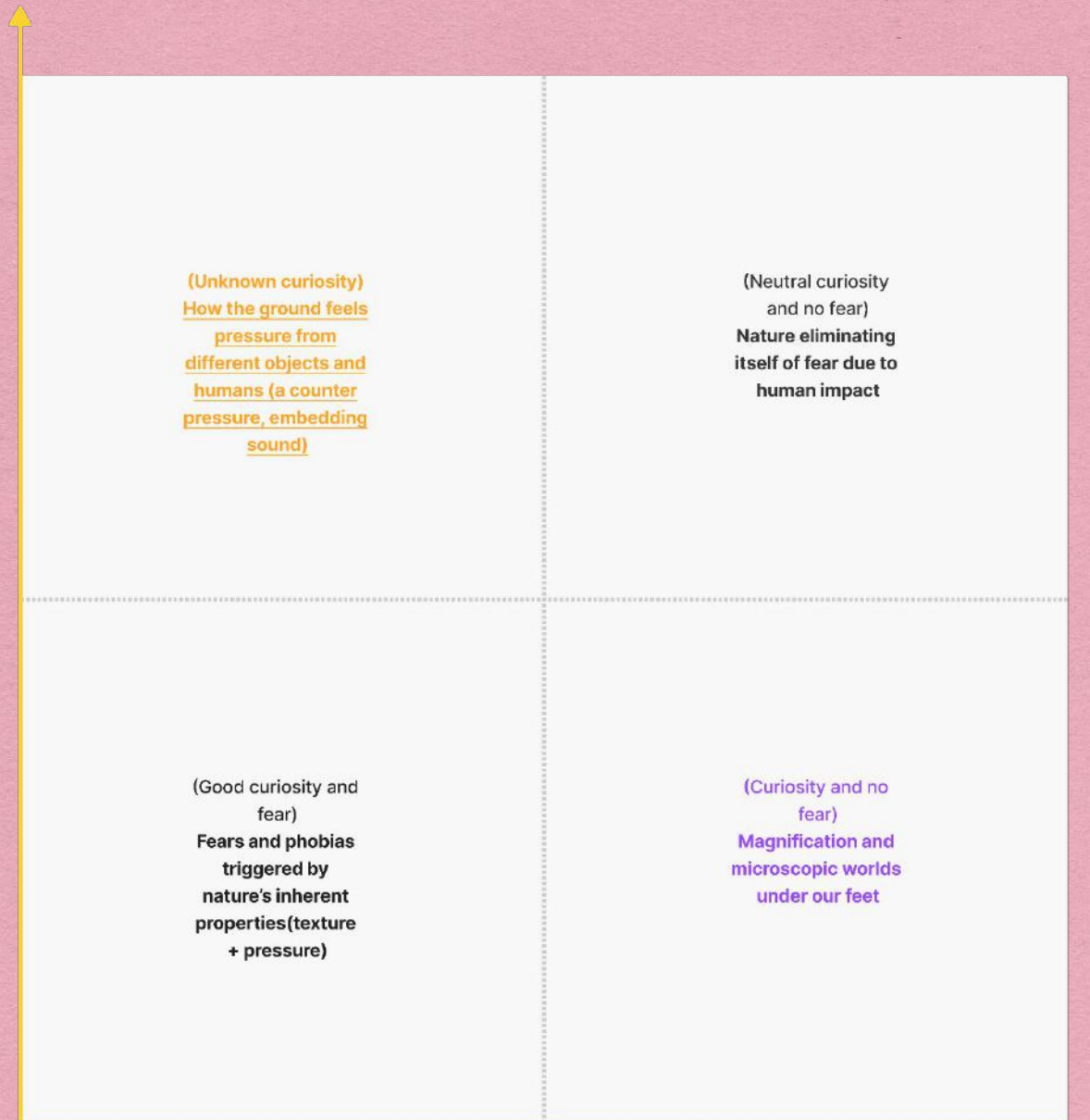
USER HOPES



USER FEARS

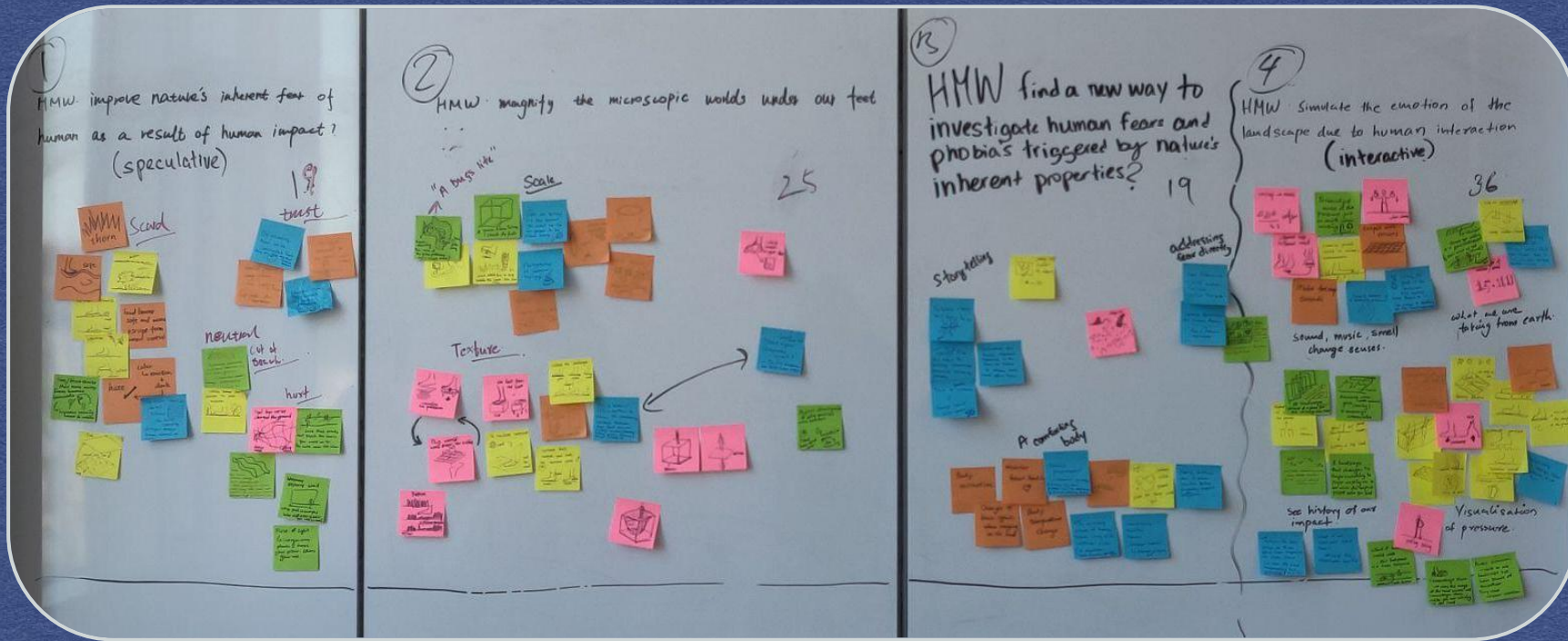


Curiosity from nature's perspective



Fear of the unknown

From Abstraction to Creation



HMW improve nature's inherent fear of humans as a result of human impact?

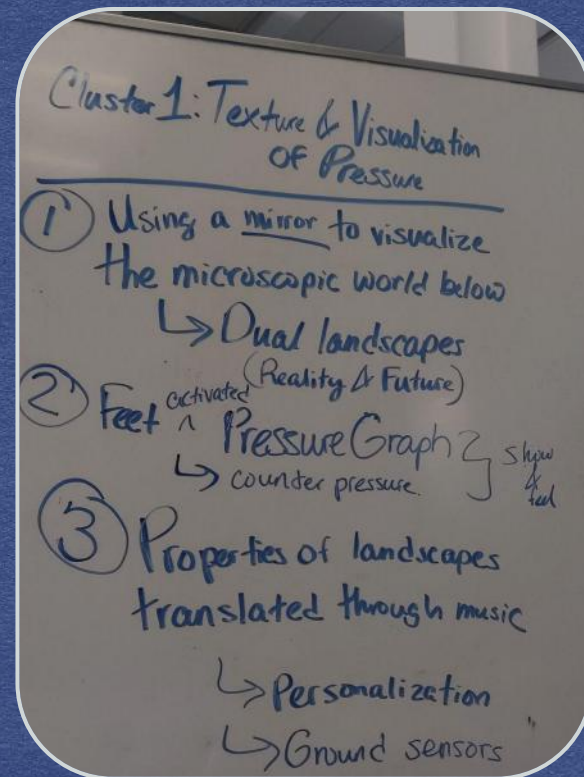
HMW magnify the microscopic worlds under our feet?

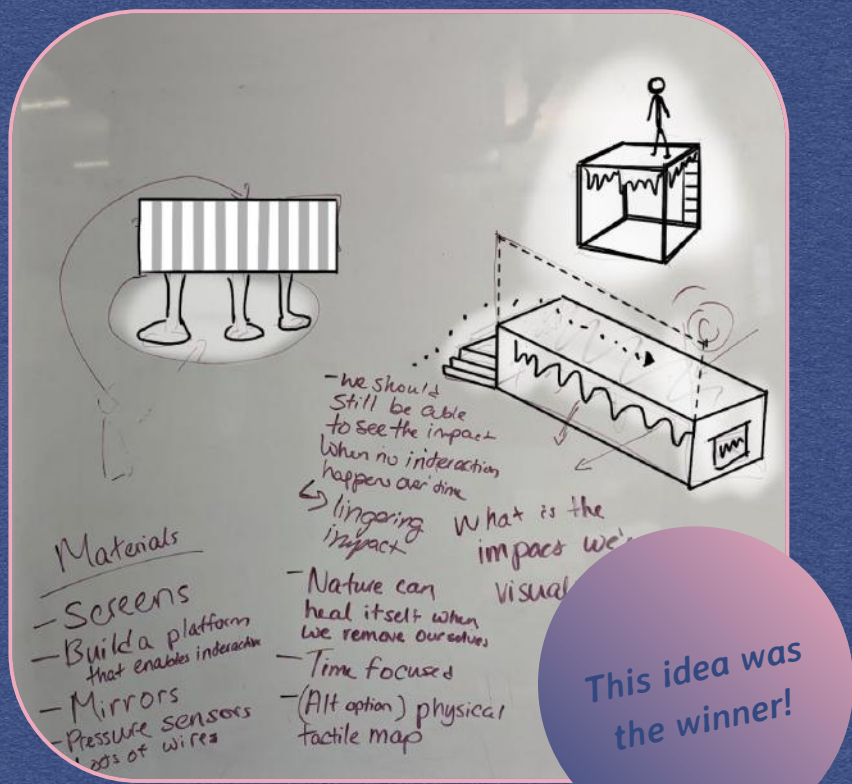
HMW find a new way to investigate human fears and phobias triggered by nature's inherent properties?

HMW simulate the emotion of the landscape due to human interaction?

Cluster 1: Texture & Visualization of Pressure

1. Using a mirror to visualize the microscopic world below (dual landscapes (reality & future))
2. Feet activated pressure graph (counter pressure)
3. Properties of landscapes translated through music (personalization/ground sensors)

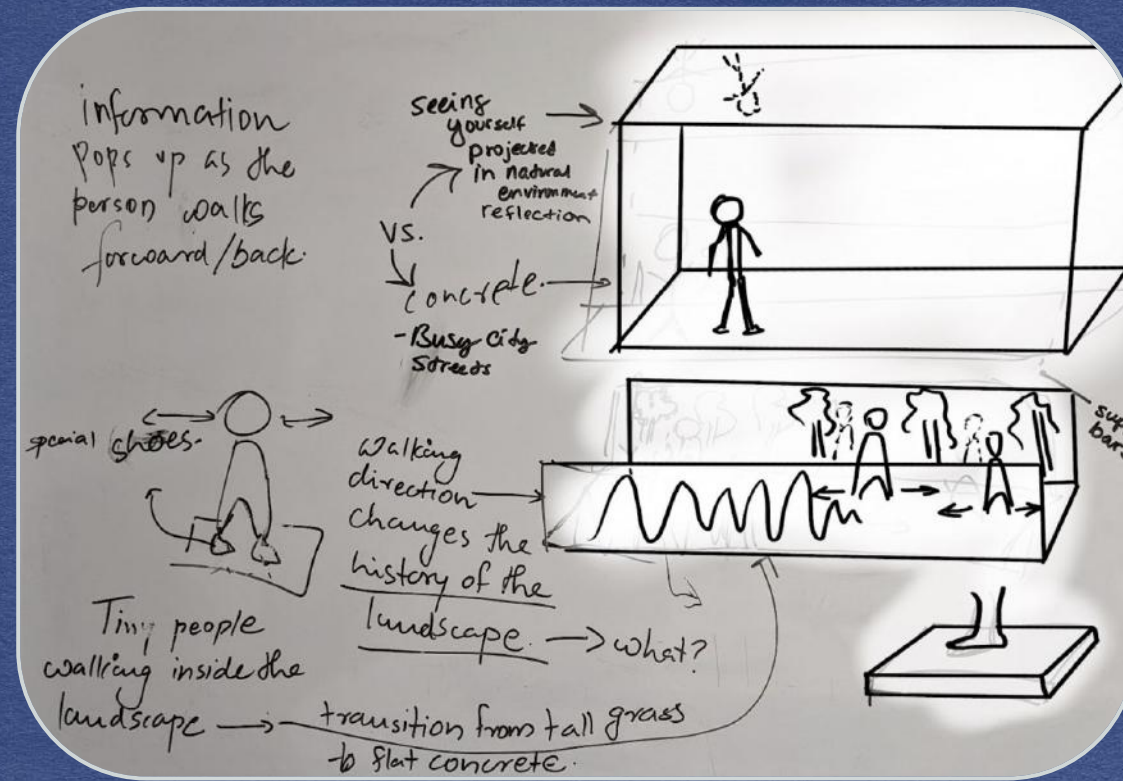




Idea 1:
Texture & Visualization of Pressure

An installation that allows the person to immerse themselves in an environment that could have been part of their life.

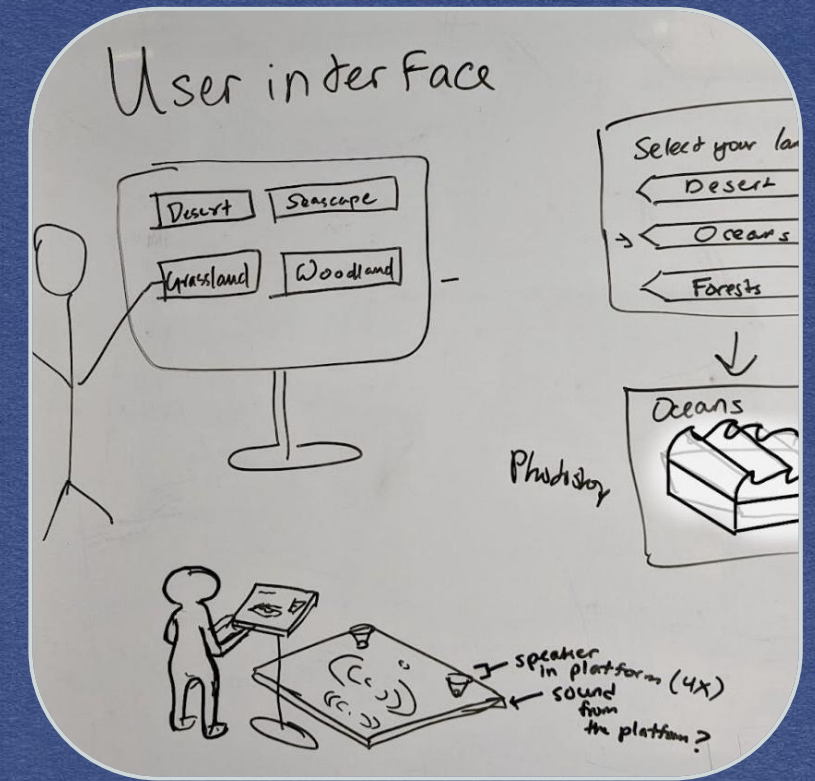
Options: You can see yourself moving through the areas on the side wall or on the ceiling.
Question: What is the specific history of the landscape that we want to show? How to get that?



Idea 2:
If the Land Could Talk: A Visual History of Past, Present and Future

An installation that allows the person to immerse themselves in an environment that could have been part of their life.

Options: You can see yourself moving through the areas on the side wall or on the ceiling.
Question: What is the specific history of the landscape that we want to show? How to get that?



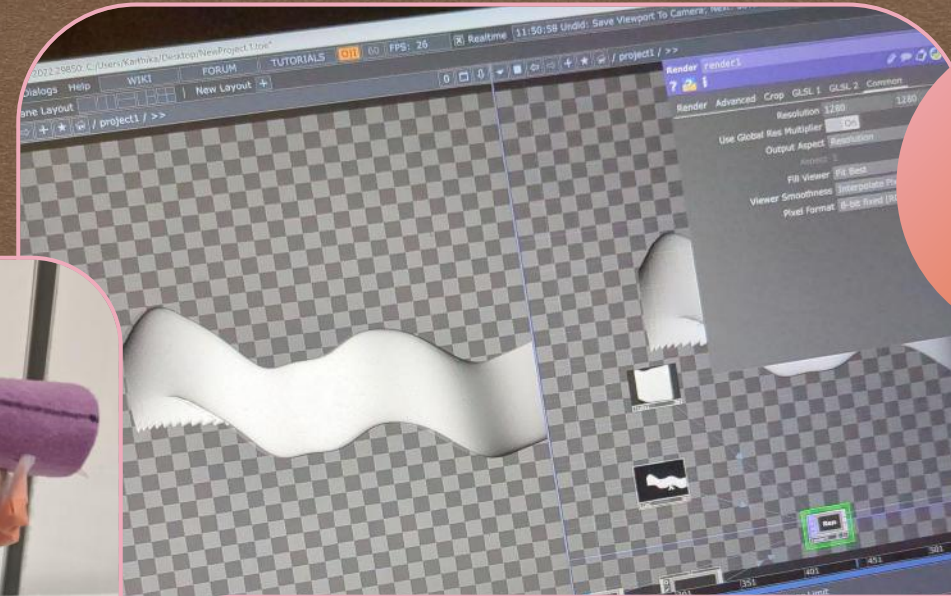
Idea 3:
Musical Interface

Interact with the Properties of the land translated through music.

Question: How will the user interact with the landscape? Landscape selection How will the space respond, encourage user curiosity and play to activate it. Should we incorporate smell?



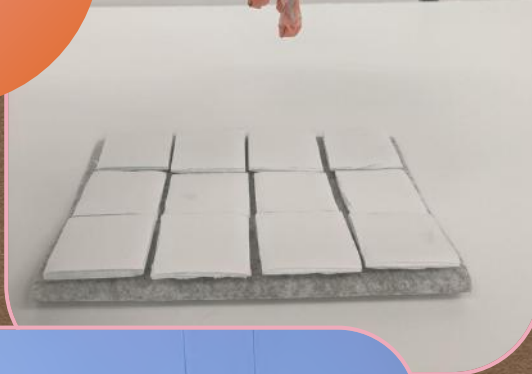
First with some rapid prototyping...



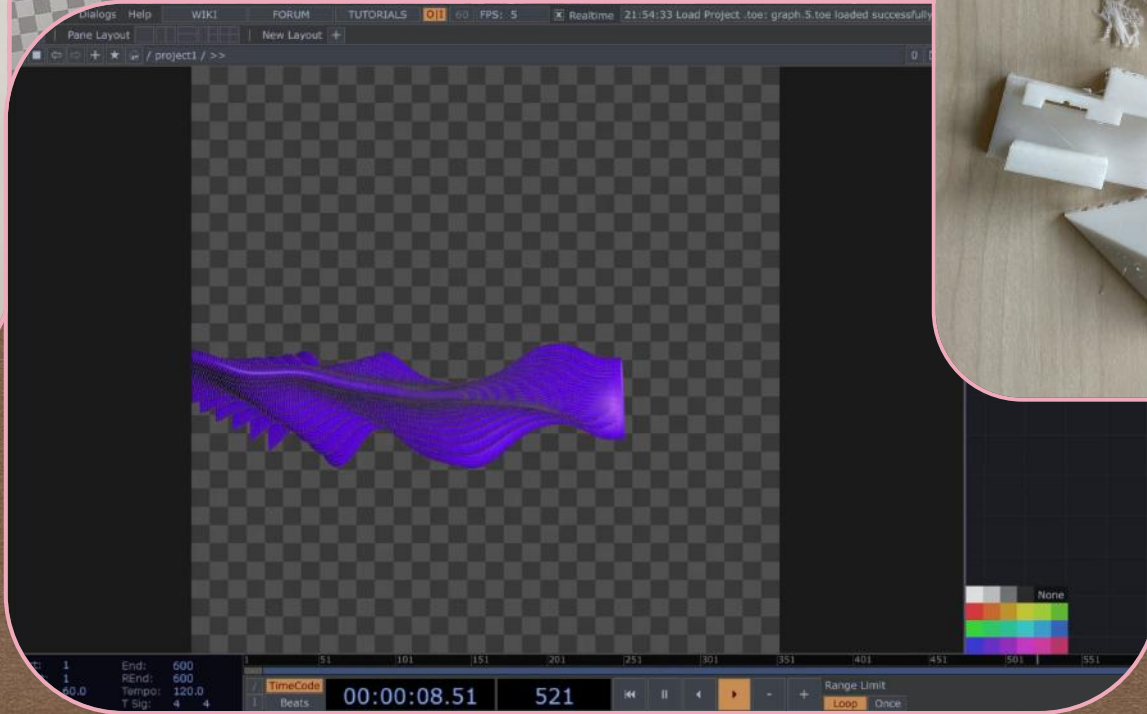
Failure at its best!



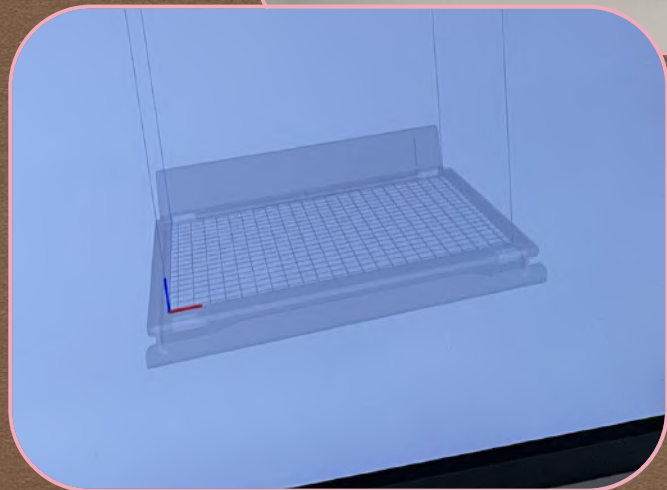
I couldn't even tell you what this is lol



From Creation to Concrete Breakthroughs

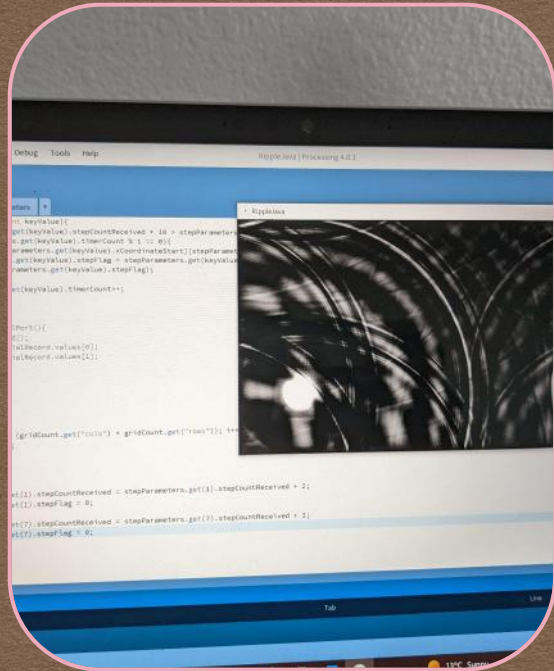
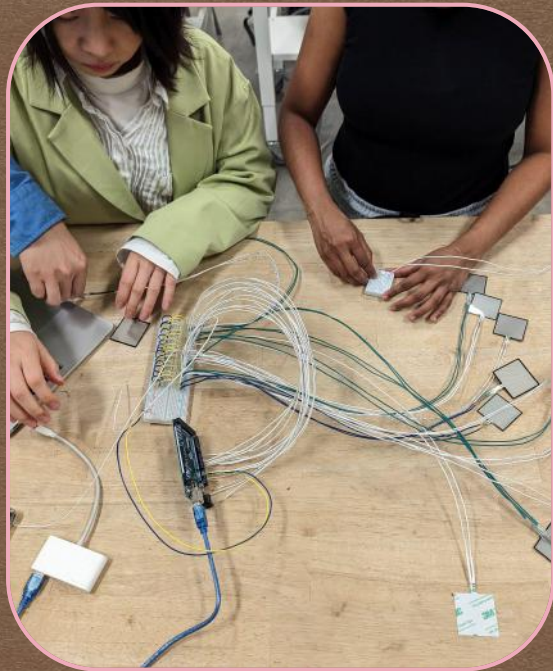


Ouch! Looks painful...

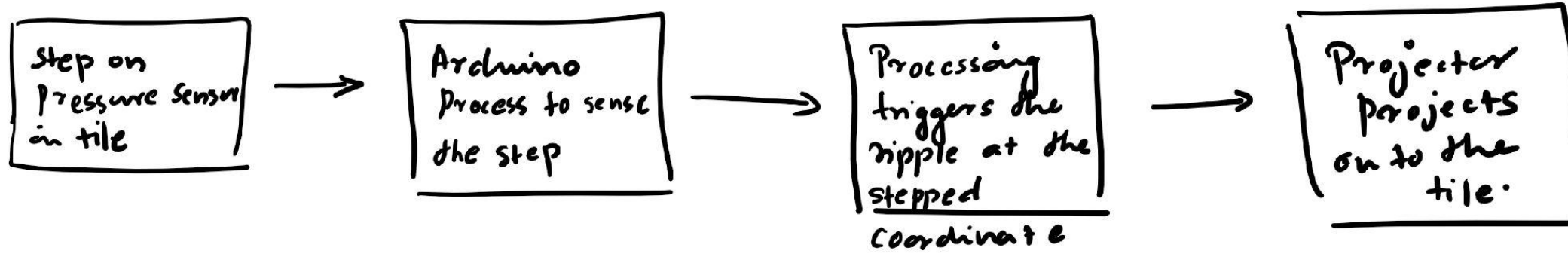




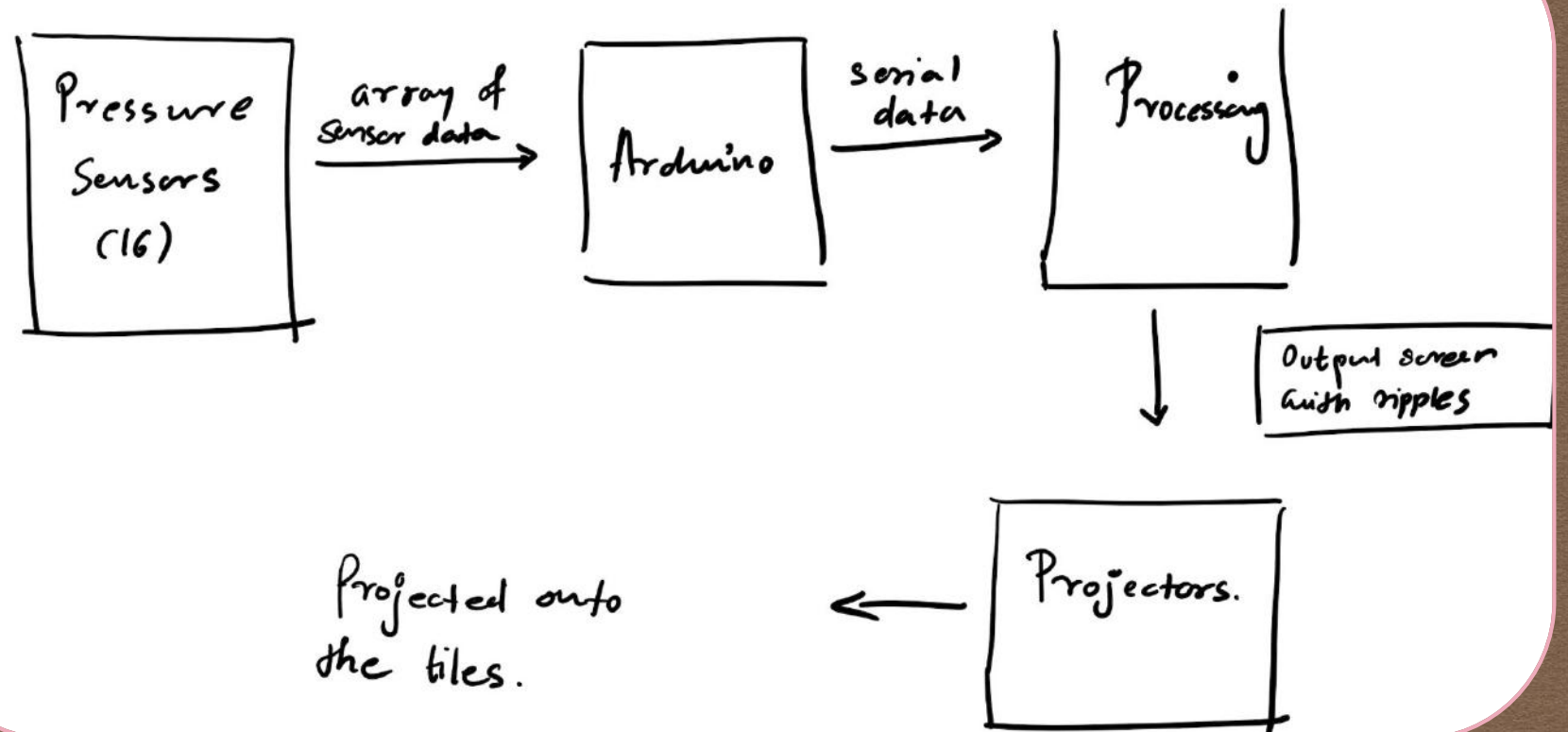
Okay time to get back to business...



Workflow .



system





From Concrete Breakthroughs to Our Final Story

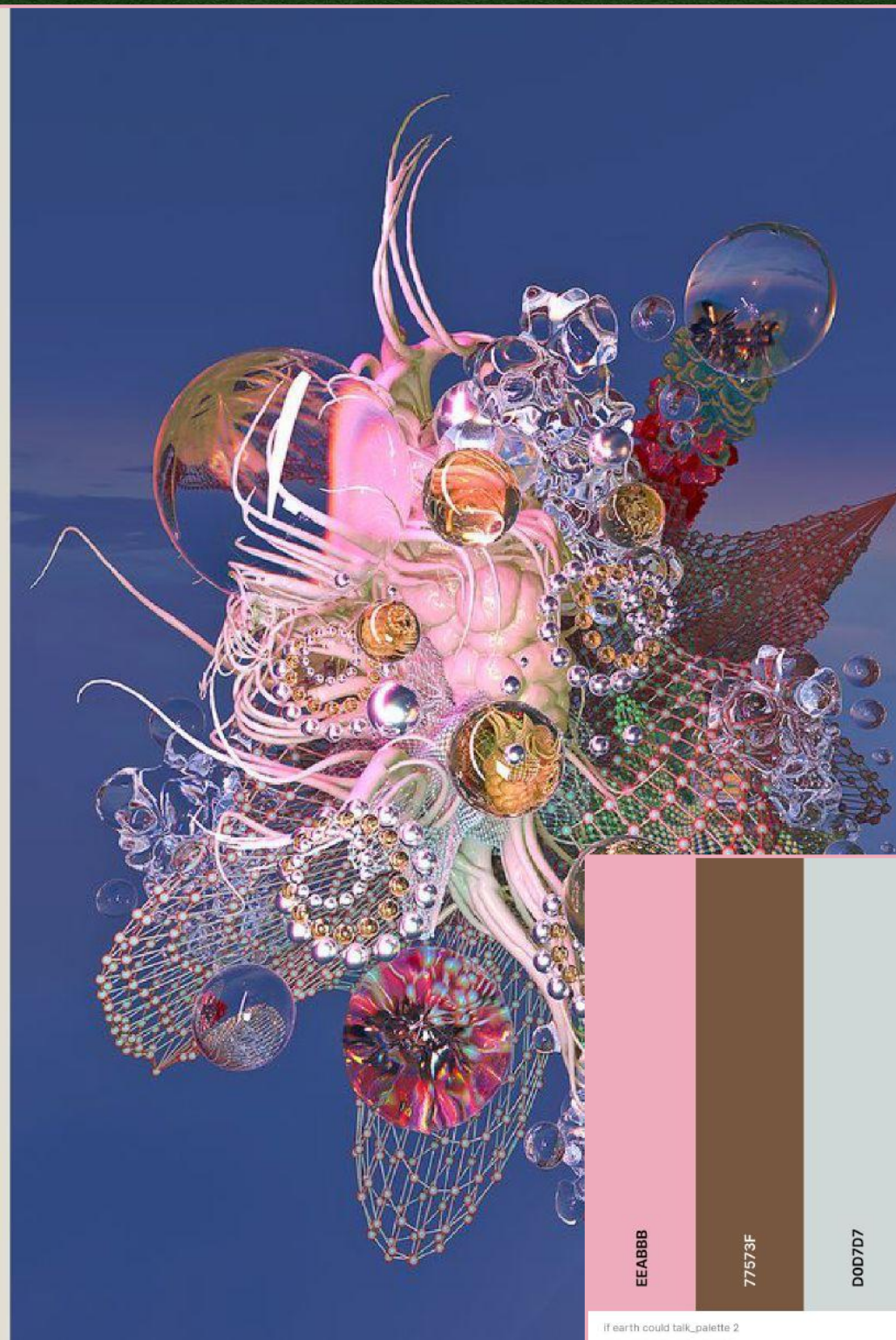
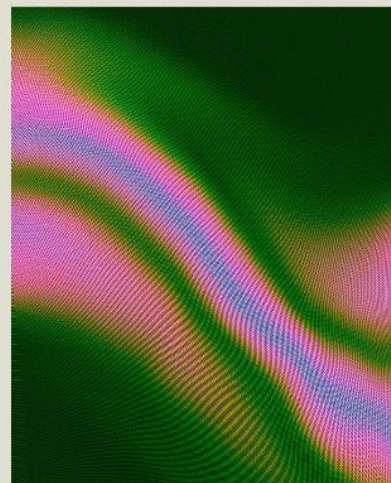
WHO: Inhabitants of earth

WHAT/HOW: a sensory enabled platform that responds to feet contact by emitting ripples when the user comes into direct contact with the surface.

WHERE: Earth's consciousness

WHEN: Alternate reality where earth's consciousness has morphed into visceral responses due to human's disconnection with nature.

WHY: In representing the triality of both past, present and future where human action has, had and have an everlasting impact on our surroundings —sight seen and unseen. Where textural components represent nature's tried and tested resilience in the face of human impact and ecological casualties.





Dear humans,
Do better.
Love you, mean it.
From, earth

Dear humans,
Stop acting like shitty teenagers.
Love, earth



Dear humans,
Your feet smell bad.
love, earth

Passive aggressive love notes from earth paired with a spotify playlist showing earth's range of emotions



We won the critic's choice award at the Jacob's Design showcase!

Hello
my name is

*Carmela
Wilkins
(she/her)*

401-359-8432
cvwilkins13@berkeley.edu
carmelawilkins.design

EDUCATION

UC Berkeley – College of Engineering
Master of Design '23 – Food Systems Design

TECHNICAL SKILLS

Illustrator | Photoshop | Indesign,
XD & Premiere | Google Suite | Dropbox |
Airtable | Slack | Tableau | Figma

ADDITIONAL SKILLS

Creative Strategy | Project and client management |
Account Lead | Research and Analysis methodology |
Process Mapping and Information Synthesis

AWARDS/FEATURES

COP 27 EGYPT UC Berkeley Delegate – Selected as 1 of
10 to represent UC Berkeley out of 370+ applicants
and presented on climate priorities at a televised
press conference

Aspen Institute, Future Leaders Climate
Summit '22

Where Are The Black Designers X Working
Not Working, Virtual Exhibition (2021) Virtual
exhibition that champions and showcases global Black
talent, introducing the concept of “Black &”, a
narrative celebrating the Black creative experience

WORK EXPERIENCE

**NASA – Convergent Aerospace Solutions (CAS),
Aeronautics Design Sprint Intern: 06.23 – 08.23**

- Utilize behavioral science and information visualization to integrate CAS Project's Mapping/Strategic Foresight work more tightly with their HCD/participatory design work in Synthesis. Will shadow a Space Technology Mission Directorate that is doing community engagement work.

**Independent Research, African Alliance of Rhode
Island and Bami Farm: 10.22 – Present**

- Collaboration with Julius Kolawole, executive director of African Alliance of RI and Bami Farm, to rebrand and improve organizational strategy, create a community toolkit, and develop a map that tracks the impact of Bami Farm on Rhode Island's urban food system while monitoring the land.

**Freelance Art Director and Graphic Designer: 02.22
– Present**

- Hulu's Onyx Collective: a subbrand focused on BIPOC storytelling and narratives where I led creative strategy and rebranding for social media
- Netflix: Worked on Netflix's Upshaw's season 3 promotional material
- Spora House: Start-up focused on African Diasporic grocery delivery where I created a visual system for their funding deck

Data Science Fellow, Correlation One: 10.21 – 3.22

- <2% acceptance rate out of 30K applicants for 14 weeks of data analytics training
- On a team of five, created an interactive data visualization that explores what would food insecurity look like in the state of Mississippi for adolescents in black and brown communities if COVID never happened

VOLUNTEER/MEMBER

Environmentalists of Color Member,
Student

Environmental Resource Center:
02.23–present

Sexual Health and Sexual Harassment
Restorative Justice Grad Ambassador:
01.23–present

MDes Student Association:
10.22–present

Diversity, Equity, Inclusion, &
Belonging (DEIB) Lead

Climate Designers: '20–present

American Institute of Graphic Arts
(AIGA): '20–present

I GREW UP IN WEST AFRICAN GROCERY STORES 🍌 I GREW UP IN WEST AFRICAN GROCERY STORES 🍌 I GREW UP IN WEST AFRICAN GROCERY STORES 🍌

ETHNIC FOOD IS TRENDING ON THE TONGUES OF COLONIZERS

2023



by Carmela Wilkins

Contact:
wcarmela13@gmail.com
[Linkedin](#)