

# Prakhar Mittal

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## Engineering, Designing, and Thinkering at Parsons School of Design

### Education

**Parsons School of Design \* MFA, Design & Tech '25**

leveraging the collective impact of design and technology on society to elevate human experiences and social interaction

**ICFAI Tech School \* B.Tech, Computer Science '18**

Applied modern frameworks and scalable architectures, to explore innovative problem-solving approaches in web development

### Graphic Designer

2020-2023

STIRworld

Led communication design for 7+ editorial series, 50+ video interviews and 10+ campaigns, that together generated over 5M impressions

Led visual direction for the launch of a new initiative called STIRpad and consistent campaigns that helped with the acquisition of 12+ brands including Armani Casa, Poltrona Frau and Inkiostro Bianco

Developed AR Filters for the brand using Spark AR that generated 300K impressions and significantly improved brand visibility

On-boarded interns and employees via interviews, design thinking discussions and project assessments

### Skills<sup>+</sup>

After Effects \* Graphic Design \*\* Brand Design  
\* Javascript \*\* Animation \* p5js  
PHP Creative Coding Photoshop  
HTML UI/UX Illustrator

### Developer

2018-2019

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Enabled direct access to Facebook pictures in the Personalised Products plugin for Magento 2, by integrating Facebook's Graph REST API

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