

# PRAKHAR MITTAL

prakharmittal@hotmail.com | +91-9810808656

April 20' - present

## graphic designer at STIR



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 Augmented Reality Filters for the brand using Spark AR that generated 300,000 impressions and significantly improved brand visibility

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

Led training sessions for new interns and employees that help them better understand the Adobe suite and the brand's visual language

Aug 18' - Aug 19'

## full stack developer at Milople



Trainee from Jan 18' - Aug 18' as a part of final semester internship program (10 GPA)

Enabled direct access to Facebook pictures in the Personalized Products plugin for Magento 2 (the plugin enabled product customizability on e-commerce websites), by integrating Facebook's Graph REST API in PHP, setting the product apart from the competition and further increasing its sales

Built Prepaid Payments plugin for Magento 2 that let clients take upfront payments for subscriptions and generate orders accordingly on their stores. The plugin was widely sold in the Indian subcontinent, where debit cards are more common

Created a plugin that enabled automatic subscription payments via the Stripe payment method for Magento 2, by Integrating Stripe's REST API in PHP and securely storing API keys

Aug 14' - Aug 18'

## C.S. undergrad at ICFAI Tech School

Bachelor of Technology in Computer Science

Interned at the E-Learning platform for K1-K12 students called WonderWhizKids (now Simply Science) as a frontend developer for their test-taking module



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Jan 12' - Jan 14'

## **volunteer** at Sudiksha Knowledge Solutions Pvt. Ltd.

Created the initial website for Sudiksha Kids - A social venture towards providing high-quality early childhood education to children from bottom-of-pyramid communities in the low-income areas of Hyderabad, India, aimed at generating awareness and seeking potential donors and investors

Assisted in organising voting campaigns for "Spark the Rise" - an initiative by Mahindra to generate awareness about impactful initiatives and provide them with a platform to connect with potential investors and contest to receive grants via voting. Sudiksha made it to the final round and gained immense visibility through this initiative

Oct 19' - present

## **volunteer** at AESA

Technically backstopped Agricultural Extension South Asia (AESA) Network in their website design and management for improved sharing of information among different agriculture stakeholders to help create better solutions for farmers

Provided guidance in hiring interns for website development purposes via interviews and project assessments

### **Recreation**

Tabla(Grade 3), Indian Classical Music(Grade 3), Guitar, Swimming, Skating

### **Design Skills**

Design Thinking, Branding, Visual Communication, Animation

### **Softwares**

Adobe: After Effects, Illustrator, Photoshop, Premiere

### **Languages**

Hindi (Native), English (Native), French (Basic)

### **Programming Languages**

PHP, Javascript, HTML, CSS, Java, C++

