

# MIHIKA KAPOOR

**education** **Princeton University - Princeton, NJ** June 2018  
B.S.E. Computer Science; Certificates in Visual Arts + Entrepreneurship; GPA: 3.63

**Horace Mann School - Riverdale, NY** June 2014  
Cum Laude Society; US Presidential Scholar Candidate; AP Scholar with Distinction; GPA: 3.91  
SAT I: 2400, SAT II: 800 in Math II, 800 in Physics, 800 in Chemistry

**experience** **Stripes Group \ Summer Analyst - New York, NY** Summer 2017  
VC Firm with \$2B under management. Portfolio companies include Blue Apron, Udemy, and GoFundMe.  

- Selected as one of 6 VC Summer Analysts out of 2,500+ applicants.
- Identified & connected with 100+ CEO's of investment targets in vertical SaaS, cybersecurity and drone tech.
- Perform analytical diligence and build financial models for high priority startups and "pipeline" deals.
- Research thematic industry segments and present compelling opportunities to Partners & investment team.

**Facebook \ Product Design Intern - Menlo Park, CA** Summer 2016  

- Shipped 4 features to enhance FB Private Events with friending models & Messenger integration.
- Led usability research with 30+ participants & participated in 2-week design sprint with PM's/research/eng.
- Conceptualized hackathon project & spearheaded team effort with 4 engineers. Shipped feature on iOS/Android. Ran meetings with Events PM's and put project on 2016 H2 roadmap.

**Citymaps (Acquired by TripAdvisor) \ Software Engineering + Product Intern - New York, NY** Summer 2015  

- Designed & developed flagship landing map on Citymaps web product for 200K users (CartoCSS).
- Generated revenue stream of \$900/year/company with site for merchants to host logos on map (HTML, CSS).

**CA Technologies \ Cloud Computing Research Intern - New York, NY** Summer 2013

**leadership** **Designation \ Founder + CEO - New York, NY** Spring 2016 - Present  

- Conceived & founded Annual Designation Conference to connect top 100 design-driven college students in US with creative executives from Google, Adobe, Airbnb, McKinsey & more at 7 World Trade Center, NYC.
- Raised \$60,000+ of funding & recieved 1000+ applications from 30+ top universities (9.6% acceptance rate).
- Speakers included Design Partner @ Google Ventures, VP of Design @ Adobe, CMO @ IBM North America.
- Manage team of 30 to coordinate executive engagement, marketing & logistics.
- Details at [designationconference.com](http://designationconference.com).

**Silicon Valley TigerTrek \ Director - Princeton, NJ** Fall 2016 - Present  
Selected to lead prestigious student trip to Bay Area to meet top VC's & CEO's. Secured meetings with Jack Dorsey & other tech leaders. Instigated 1-day pre-trip NY trek to diversify exposure to executives.

**Business Today \ Director of Design - Princeton, NJ** Fall 2014 - Spring 2017  
Selected as freshman to head design for and rebrand BT's 3 acclaimed annual conferences, digital platform & magazine (most widely distributed student publication in continent with distribution of 250,000+).

**projects** **Fristractions** - Princeton room reservation iOS app extrapolating wifi & registrar data (Swift, Python, Firebase)  
**#realtime** - Won Top 16 Hacks and Best Use of Twitter API at HackPrinceton 2015. D3-based visual search engine that aggregates real time data from Twitter API (JS, HTML, Node.js, Express.js, Twit, D3)  
**TigerMap** - LED grid heatmap of Princeton students based on wifi router data (Arduino, Python, Laser Cutter)  
**BizzBuzz** - Android app for UX designers to create and test in-app custom vibration patterns (Java, XML)  
**Wheel of Torture** - Task managing iOS app made at HackPrinceton 2016 (Swift, Objective C)

**skills** **Computer Languages + Software** - Java, Python, C, Swift, HTML, XML, CSS, CartoCSS, Javascript, Matlab  
**Design Software** - Sketch, Framer.js, Origami, Adobe Photoshop, InDesign, Illustrator  
**Foreign Languages** - Spanish, Hindi

**awards + honors** **Princeton University** - 1 of 20 students selected from Princeton to meet with top tech CEO's on Silicon Valley TigerTrek (Fall 2016) - Selected to lead trip in 2017; Quin Morton Research Prize (Fall 2015)  
**HackPrinceton** - Most Interesting Use of Twitter API; Top 16 Fall 2015 Hacks (Fall 2015)  
**Horace Mann School** - 1 of 183 students awarded Joan Brady Bowen Award for Excellence in Mathematics; Award for Excellence in Drawing & Painting; Award for Special Achievement in Science Research (Spring 2014)

**fun facts** I've designed 50+ Snapchat Geofilters, had a meeting crashed by Sergey Brin & love chocolate lava cakes.