



# MIHIKA KAPOOR

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## education

### Princeton University - Princeton, NJ | June 2018

B.S.E. Computer Science; Certificates in Visual Arts + Entrepreneurship

Recipient of Joseph Clifton Elgin Prize awarded by the School of Engineering and Applied Sciences to a senior who, in the judgement of the Dean and departmental chairs, has done the most to advance the interests of the School in the community

### Horace Mann School - Riverdale, NY | June 2014

Cum Laude Society; US Presidential Scholar Candidate; AP Scholar with Distinction

SAT I: 2400, SAT II: 800 in Math II, 800 in Physics, 800 in Chemistry

## experience

### Facebook \ Incomming Rotational Product Manager - Menlo Park, CA | Summer 2018 onwards

### Stripes Group \ Summer Analyst (1 of 6) - New York, NY | Summer 2017

VC Firm with \$2B under management. Portfolio companies include Seamless, Flatiron, Udemy, and GoFundMe.

- Identified & connected with 100+ CEO's of targets in crypto, vertical SaaS & drone tech. Sourced 2 "pipeline" deals.
- Selected to perform analytical diligence & build financial models to evaluate high priority deals for partners.
- Only intern to engage in portfolio company support; identified & evaluated international M&A opportunities.

### Facebook \ Product Design Intern (1 of 5 sophomore design interns) - Menlo Park, CA | Summer 2016

- Shipped 4 features to enhance FB Events with friending models, guest/host interaction & Messenger integration.
- Led usability research with 30+ participants & participated in 2-week design sprint with PM's/research/eng.
- Conceptualized hackathon project & spearheaded team with 4 engineers. Shipped feature iOS and Android.

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

## entrepreneurial leadership

### Designation \ Founder - Princeton, NJ | Spring 2016 - Present

Designation empowers students interested in shaping the world through design, tech and entrepreneurship. Details at designationconference.org.

- Conceived and founded first ever national design conference for undergraduate students.
- 2017 - Directed inaugural all-expenses-paid conference at 7 WTC, NYC for 99 attendees (selected from 1000+).
  - Secured top design leaders for workshops (led by IBM/Facebook/TBWA), executive seminars & keynotes (including Design Partners @ Google Ventures/NEA/Pentagram and VP's of Design @ Adobe/McKinsey).
- 2018 - Lead growth initiatives such as podcast & Dorm Room Fund partnership to match designers with startups.
- Total of \$200,000+ raised in funding and student representation from 50+ colleges.
- Manage team of 30 students to coordinate executive engagement and all marketing & logistics.

### Princeton's Silicon Valley TigerTrek \ Board Member + Former Director - Princeton, NJ | Fall 2016 - Present

- Selected to lead prestigious week-long Entrepreneurship Club trip to Bay Area to meet top VC's and CEO's.
- Secured meetings w. Jack Dorsey (Twitter/Square), Jeff Jordan (a16z), Sarah Tavel (Benchmark) & 20+ other tech leaders.

### Princeton's Business Today \ Director of Design - Princeton, NJ | Fall 2014 - Winter 2017

Selected as freshman to head design for and rebrand BT's acclaimed annual conferences, digital platform and magazine (most widely distributed student publication in continent with distribution of 250,000+).

## community

### OM Foundation Non Profit School \ Volunteer - New Delhi, India | Fall 2010 - Present

Developed curriculum in math, CS, science & art for underprivileged school. Introduced app development workshops.

## technical projects

Fristrations - 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 and conversation 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)

Wheel of Torture - Task managing iOS app made at HackPrinceton 2016 (Swift, Objective C)

Itera: Senior CS Independent Work - Design education tools for elementary school students to improve problem solving

## skills

**Computer Languages + Software** - Java, Python, C, Swift, HTML, XML, CSS, CartoCSS, Javascript, Matlab

**Design Software** - Sketch, Framer.js, Origami, Adobe Photoshop, InDesign, Illustrator, Animate, After Effects

**Foreign Languages** - Spanish, Hindi

## awards + honors

**Princeton University** - Joseph Elgin Clifton Award (2018); 1 of 20 students selected from Princeton to meet with top tech CEO's on Silicon Valley TigerTrek (Fall 2016) - Selected to direct trip in 2017; Quin Morton Research Prize (Fall 2015)

**HackPrinceton** - Award for Most Interesting Use of Twitter API; Selected as 1 of Top 16 Hacks (Fall 2015)

**Horace Mann** - Joan Brady Bowen Award for Excellence in Mathematics; Science Research Award (Spring 2014)

## fun facts

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