

Nikhil Mitter

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Education

2006: Art Center College of Design, Pasadena CA
MFA in Media Design

2004: University of Pennsylvania, Philadelphia PA
BA in Fine Arts / Minor in Psychology
Honors: Magna Cum Laude, Dean's List 2000–2004,
member of National Collegiate Scholars

Experience

2014 – Present: Creative Director, AREA 17, Brooklyn NY
April 2014 – August 2014: Apple Inc., Cupertino CA

Providing leadership for interactive design, branding, and technology projects by defining strategic initiatives and holistic digital product concepts. Ensuring a user-centered vision is carried through by directing user experience, design, and technology teams from a project's inception to completion. Responsible for maintaining close relationships with clients and management-level counterparts, with a strong emphasis on writing, presenting, and conducting business development.

2015: Pratt Institute, substitute faculty, Brooklyn NY

2013 – 2014: Senior Experience Designer, Tribal Worldwide, New York NY

Tasked with leading digital initiatives and delivering new communications, experiences, and products as a core member of the agency's creative ideation team. The position supports a deeper integration and collaboration between visual design, strategy, and user experience practices. Responsible for work across the agency's client roster including H&R Block, UNICEF, Exxon Mobile, Hiscox Insurance, and Alcon Visioncare.

2010 – 2013: Art Director, Be&5/Betwin, Paris, France

Directed agency's digital creative projects for clients including Hennessy, Krug, Giorgio Armani, Carolina Herrera, Issey Miyake, Kieh'l's, and Paco Rabanne.

2007 – 2010: Project Designer, WET Design, Los Angeles CA

Developed visual and experience design concepts for high profile global architecture, urban design, branding, and interactive projects by integrating design, media, and technology. Project Designers executed prominent business development roles overseeing creative teams, building sustainable client relationships, planning new business ventures, and extending brand narratives with strategy and marketing presentations.

2006: Graphic Designer, Alfalfa Studio, New York NY

Worked in the design studio of Rafael Esquer. Clients included AIGA, Tommyboy Records, Future Brand, and Pentagram.

2005: Graduate Funded Research, Art Center College of Design

Sponsored by Sun Microsystems Laboratories, a project addressing the deployment of smart networked sensors and wireless personal information devices. Emerging technology prototypes were designed to interact with this fluid environment of tangible artifacts and the data-spheres that surround them.
www.newecologyofthings.net

2004: Graduate Funded Project, Art Center College of Design

Design research initiative in collaboration with Hewlett Packard's Consumer Applications and Systems Laboratory.

2004 – 2012: Speculative Design

Design consulting positioned across multiple disciplines encompassing interactive design, branding, environmental design, and artistic experience.

2002: Designer, Lowe Middle East North Africa, Dubai, U.A.E

Accounts included Unilever, Emirates Airlines, and Johnson & Johnson.

Selected Exhibitions / Recognition

2014: Webby Honoree, HRblock.com

2009: The Waterfront Center Annual Conference, Chicago IL
Featured speaker / panelist

2009: People and Coach, Guayaquil, Ecuador
Seminar instructor, *New Practices in Urban Design*

2008–2009: International VIDA Awards 10.0/11.0, Madrid, Spain
Special Mention ALAVs 2.0

2009: IMDb (Internet Movie Database) credit
Producer, Associate Producer 777 (2008)

2008: American Society of Landscape Architects (ASLA) Annual Conference, New Jersey Chapter
Featured speaker / instructor

2008: Digital Art Festival Taipei, Museum of Contemporary Art Taipei, Taiwan
Collaborator ALAVs 2.0

2008: FILE (Electronic Language International Festival) Rio de Janeiro, Brazil
New Media Arts Exhibition, collaborator ALAVs 2.0

2007: Discovery Network's Science Channel
Beyond Tomorrow, Science & Tech episode 46

2007: Contributor *New Ecology of Things (NET)* Book
Publication to provide a framework for addressing challenges of a world with networked, computational things. The NET book is a physical portal to a transmedia publication that includes essays, forums, interactive works, and video

2007: *Connected: Art Center Nabi*, Seoul, South Korea
Collaborator ALAVs 2.0

2007: Adobe Design Center Think Tank

2007: Beall Center for Art+Technology, Irvine CA
Collaborator ALAVs 2.0

2007: MAKE Magazine Volume 12

2007–2011: Mezze Art
Fine art collection

2006: Type Directors Club Annual Exhibition TDC 53
Citation for Typographic Excellence

2006: *Speculative Objects — Creative Possibilities and Critical Reflection*, Pasadena CA
Master's Thesis project exhibition

2006: ACM 2006 Interactive Arts Exhibition, Santa Barbara CA
Paper published in the ACM Library and participated in the Interactive Art Exhibition: Networked Realities & Prospective Locative Hacks

2006: Cold Storage project series, Los Angeles CA
Herding Blimps solo exhibition

2006: Maker Faire, San Mateo CA
First annual DIY technology fair hosted by O'Reilly's MAKE magazine

2005: First Flocking and Feeding, Pasadena CA
The New Ecology of Things exhibition supported by Sun Microsystems at Art Center College of Design