

HIRAL PARMAR

Industrial Design | AI visualization | Architecture | Experience Design | Product Developer | Design Consultant

CONTACT

📞 551 799 1200
✉ hiralparmar198@gmail.com
📍 Secaucus, NJ
in linkedin.com/in/hiral-parmar198

EDUCATION

● **Pratt Institute School of Design | Brooklyn, NY**

Master's in Industrial Design | Dec 2025

Coursework: ID Tech (production methods, market survey, user experience, CMF understanding) Workshop (wood, plastic, metal, and molding methods) Product development (exhibit planning, branding & packaging) Project management.

● **Kamla Raheja Vidyanidhi Institute for Architecture | Mumbai, India**

Bachelors of Architecture | May 2021

SKILLS

Software & Tools: Rhino 3D, SketchUp, Twinmotion, AutoCAD, Adobe Creative Suite, AI Visualization, Google Workspace.

Manufacturing & Fabrication: Detailed Working Drawings, CNC, Laser Cutting, Zund, Model Making, 3D Printing.

Leadership & Presentation: Client Pitching, Cross-Functional Team Management, Project Coordination, Timeline Management, Brand Strategy/Translation.

ACHIEVEMENTS

Exhibitor Representative (Foscarini): Managed and presented premium lighting fixtures at the LEDucation Exhibition at the New York Hilton Midtown (2026).

Museum Exhibition: The "Kintsugi" project was selected for exhibition at the prestigious Victoria and Albert (V&A) Museum in London (2025).

Pratt Taconic Fellowship Grant: Awarded for Co-Design Project innovation (2025).

Rowena Reed Kostellow Competition: Winner of the prestigious scholarship for excellence in three-dimensional design form (2024).

WORK EXPERIENCE

● **Design Associate | Foscarini**

New York, NY | June 2025*

- Collaborate with architects, designers, and retail clients to present premium lighting solutions, communicating design intent, functionality, and aesthetic value across products ranging from \$500 to \$30K.
- Design, curate, and execute high-impact showroom displays. Significantly enhancing brand visibility, visual merchandising standard, and consumer engagement
- Partner with marketing and creative teams to develop promotional materials, maintain brand identity consistency, and engineer sophisticated, immersive in-store experiences.

● **Design Expert | Open Style LAb X NewLab**

Brooklyn, NY | June 2024 – June 2025

- Mentored interdisciplinary teams developing adaptive footwear kits for individuals with limb disabilities (2025).
- Conducted research on Achondroplasia foot anatomy and adaptive footwear, developing prototype and fitting solutions. Designed the "Kintsugi" shoe toolkit concept for collaboration with footwear manufacturers (2024).

● **Project Lead | Independent Projects**

Brooklyn, NY | May 2023 – June 2025

- **Co-Designer & Lead Engineer | Dock Street School X Pratt Institute:** Co-designed a multi-functional mobile retail and event store concept with middle schoolers, optimizing for active, kid-centric environments.
- Independently engineered and hand-assembled every component of the mobile store using digital fabrication tools (CNC, Laser, Zund) worth \$10K.
- Successfully delivered and officially inaugurated the functional mobile unit on May 22, 2026, for ongoing school-wide event staging and storage.
- **Product Development:** Spearheaded the end-to-end design, CMF strategy, branding, and Production Plan of Action (POA) map for Magno Blocks | Fidget desk toy (2025).

● **Architect | ADRG – Architecture Design Research Guild**

Mumbai, India | Oct 2021 – May 2023

- Developed comprehensive spatial layouts, custom furniture design, and material selection (BOQ) for a Global NGO corporate office, aligning structural practicality with brand identity.