



# VARNA VASUDEVAN

INDUSTRIAL /PRODUCT DESIGNER  
MECHANICAL ENGINEER



## PROJECT EXPERIENCE/ EXTRACURRICULARS

August 2016-  
Present

### UI/UX & PRODUCT DESIGN CONSULTANT at Nourish Technologies

📍 Berkeley

- Redesign of customer experience for Breakfast Box, a fully automated breakfast eatery
- Development of user interface for mobile and tablet applications
- Physical redesign of restaurant interface and customer flow

January- May  
2016

### UX/PRODUCT DESIGN CONSULTANT at Podo Labs

📍 San Francisco

- User research for the world's first wireless, re-stickable camera
- Defined user personas based off of feedback analysis
- Provided insights to the CTO about the usability of the Podo camera and app
- Industrial design for camera accessory to be marketed and sold with the v2 product

August-December  
2015

### UX/PRODUCT DESIGN CONSULTANT at The Berkeley House

📍 Berkeley

- User research for the Berkeley House, a non-profit space and infrastructure to enable Berkeley students, faculty, and alumni to develop entrepreneurial skills and solve big problems through startup creation
- Developed UX journey map to inspire an industrial design project of modular furniture for the space

August 2015-  
Present

### DESIGN CONSULTANT at Berkeley Innovation

📍 Berkeley

- Berkeley Innovation is a pro-bono student-run human centered design consultancy at UC Berkeley where students complete design work for clients such as Indiegogo, Westfield Labs, and Walmart Labs every semester



## EDUCATION

August 2015-  
Present

### B.S. MECHANICAL ENGINEERING at University of California, Berkeley

📍 Berkeley

- Focus on mechanical design and design innovation
- Minor/Certificate Program in Human-Centered Design
- Graduating May 2019
- Certificate in Entrepreneurship and Technology from the Sutardja Dai Center

June-July 2016

### EUROPEAN INNOVATION ACADEMY at University of Nice, Sophia Antipolis

📍 Nice, France

- Entrepreneurship and Innovation bootcamp
- World's Largest Extreme Accelerator for digital innovations
- From an idea to tech start-up in 15 days



## AWARDS

August 2015-  
Present

### DRAKE SCHOLAR at University of California, Berkeley

📍 Berkeley

- Awarded Mary C. and William G. Drake Merit Scholarship for Mechanical Engineering
- Full-ride scholarship extends to all educational and residential expenses for the duration of undergraduate education

September 2015

### SOCIAL IMPACT DESIGNATHON at University of California, Berkeley

📍 Berkeley

- 1st Place Award for project "Dripit" judged by Autodesk, IDEO, Berkeley Engineering
- Worked with a group of 4 designers to create, develop, iterate, and present design solution to California's drought problem within a span of 24 hours

October 2016

### BERKELEY DESIGN CHALLENGE: AUDIO AND EDUCATION at University of California, Berkeley

📍 Berkeley

- 1st Place Award Recipient for "Most Marketable Product" for V2 BOSEBuild Product
- Project judged by Autodesk, Bose, Real Industry, and Jacobs Institute
- Developed educational headphone building kit using intimate Binaural audio tech



## CONTACT

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## SKILLS

### Software

Microsoft Office Suite  
Adobe Illustrator  
Adobe InDesign  
InVision

### Programming

MATLAB  
HTML 5  
CSS 3  
jQuery

### 3D Prototyping

AutoCAD  
Autodesk Fusion 360  
SolidWorks  
3D Printing  
Laser Cutting