



# VARNA VASUDEVAN

INDUSTRIAL /PRODUCT DESIGNER  
MECHANICAL ENGINEER



## PROJECT EXPERIENCE/ EXTRACURRICULARS

- January 2017- Present**
  - RESEARCH ASSISTANT**  
at Berkeley Institute of Design 📍 Berkeley
    - Design methodology content creator for theDesignExchange (BEST Labs), an online interactive portal for designers and researchers
    - Content for courses at MIT, Haas School of Business, and Berkeley Engineering
- 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 and provided insights about the usability of the Podo camera and app; Industrial design for camera accessory
- August-December 2015**
  - UX/PRODUCT DESIGN CONSULTANT**  
at The Berkeley House 📍 Berkeley
    - User research for the Berkeley House, a pre-seed and seed stage venture capital fund and startup incubator
    - Developed UX journey map to inspire an industrial design project of modular furniture for the space
- August 2015- Present**
  - INTERNAL VICE PRESIDENT | DESIGN CONSULTANT**  
at Berkeley Innovation 📍 Berkeley
    - Berkeley Innovation is a student-run human centered design consultancy at UC Berkeley where students complete design work for clients



## 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  
Adobe Photoshop

### Programming

MATLAB  
HTML 5  
CSS 3  
jQuery

### Digital Prototyping

Balsamiq  
Figma  
Marvel  
InVision

### 3D Prototyping

AutoCAD  
Autodesk Fusion 360  
SolidWorks  
3D Printing  
Laser Cutting