VARNA VASUDEVAN

+1 916.220.1971

varnavasudevan.com

varna.vasudevan@berkeley.edu

EDUCATION

University of California, Berkeley
B.S. Mechanical Engineering

Graduating Spring 2019

Coursework in design thinking, rapid prototyping, physical product design, mechanics, controls, and manufacturing

Certificate in Human-Centered Design from Doreen B. Townsend Center

University of Nice, Sophia-Antipolis
Certificate in Entrepreneurship and Technology

Entrepreneurship bootcamp at European Innovation Academy in summer 2016

SKILLS

Software
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Microsoft Office Suite

Programming
HTML, CSS, jQuery
MATLAB
Python

Interface Design
Balsamiq
Figma
Sketch
InVision
Marvel

Industrial Design
AutoCAD
Autodesk Fusion 360
High-Fidelity Rendering
SolidWorks
3D Printing
Laser Cutting
Arduino

Design Methods
User Research
Ethnographic Interviews
Contextual Observation
Usability Testing
Affinity Diagramming
Journey Mapping
Persona Development
Storyboarding
Rapid Prototyping

EXPERIENCE

Lyft, User Experience Research Intern
May - Aug 2018 | San Francisco, CA

Developed and piloted a rolling research program to help validate concepts, explore emerging ideas, and gain empathy for drivers and passengers

Partnered with 5 different cross-functional teams to define design direction and provide product recommendations for high priority projects launching by 2019

Ford Motor Company, User Experience Design Intern
May - Aug 2017 | Palo Alto, CA

Responsible for key physical and digital Interaction Design projects to envision the future of mobility and autonomous vehicles in the next 5-25 years

Investigation into autonomous vehicles in the retail space; conducted user research, hosted interdisciplinary ideation sessions, produced UX storyboards, and identified key technology enablers

Berkeley BEST Lab, Project Manager, Research Assistant
Jan 2017 – Present | Berkeley, CA

Currently manage and lead a team of undergrad developers and designers for theDesignExchange, the largest repository of design methods in the world

Created content for 30 Design methodologies, conducted ethnographic user research, and coauthored paper regarding design education

Berkeley Innovation, President, Product Design Consultant
Aug 2015 - Present | Berkeley, CA

President and former Internal VP of Berkeley Innovation, UC Berkeley's premier student-run human-centered design consultancy

Led team of 12 officers and mentored 40 students completing design work for 8 industry clients

Product Design Consultant for 3 client projects: Nourish Technologies, Podo Labs, and The Berkeley House

AWARDS

Drake Scholar, UC Berkeley Mechanical Engineering
Aug 2015 | Berkeley, CA

Awarded Mary C. and William G. Drake Merit Scholarship for Mechanical Engineering

Full-ride scholarship awarded to top engineering students, covers all educational and residential costs for the duration of undergraduate education

Social Impact Designathon, Socially Engaged Engineers
Sep 2015 | Berkeley, CA

1st Place Award out of 10 teams for project "Dripit" judged by Autodesk and IDEO

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

Berkeley Design Challenge: Audio and Education, BOSE
Oct 2016 | Berkeley, CA

1st Place Award Recipient at Berkeley Design Challenge for "Most Marketable Product" out of 30 teams for reimagined binaural audio design for the BOSEBuild educational headphone kit

PUBLICATIONS

Using 'Why and How' to Tap into Novice Designers' Method Selection Mindset, ASME International Conference on Design Education
Aug 2018 | Berkeley, CA

Coauthored paper which illustrates that students exhibit contextually-aware method selection mindsets when given the task to select specific design methods to use in practice