

VARNA VASUDEVAN

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EDUCATION

University of California, Berkeley

B.S. Mechanical Engineering, 2019

- Graduating in May 2019
- Certificate in Human-Centered Design from Doreen B. Townsend Center
- Coursework in design thinking, rapid prototyping, physical product design, mechanics, manufacturing

University of Nice, Sophia-Antipolis

Certificate in Entrepreneurship and Technology, 2016

- Entrepreneurship bootcamp at an extreme accelerator for digital innovation
- Worked with over 500 students from 50 countries to develop start-up ideas and create minimum viable products

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, Service Blueprint
Rapid Prototyping

EXPERIENCE

Lyft

User Experience Research Intern (May - Aug 2018)

- 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 for high-priority projects; product recommendations were implemented and set to launch end of 2018

Ford Motor Company

User Experience Design Intern (May - Aug 2017)

- Worked with a team of 6 senior UX designers on 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, Berkeley Institute of Design

Project Manager, Research Assistant (Jan 2017 -Present)

- Created content for 30 Design methodologies, conducted ethnographic user research, and currently manage a team of 3 undergrad method writers for theDesignExchange, an online interactive portal for designers and researchers
- Content is used as a textbook for over 6 graduate-level design courses at MIT, Haas School of Business, and Berkeley Engineering

Berkeley Innovation

President, Product Design Consultant (Aug 2015 - Present)

- President of Berkeley Innovation, UC Berkeley's 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 - Present), -

- Awarded Mary C. and William G. Drake Merit Scholarship for Mechanical Engineering
- Full-ride scholarship awarded to 10 engineering students, covers all educational and residential costs

Social Impact Designathon

UC Berkeley Socially Engaged Engineers (Sep 2015)

- 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

Fung Institute for Engineering, BOSE (Oct 2016)

- 1st Place Award Recipient for "Most Marketable Product" out of 30 teams for reimagined design of the BOSEBuild educational headphone kit
- Project judged by Autodesk, Bose, Real Industry, and Jacobs Institute