

VARNA VASUDEVAN



EXPERIENCE

May-
August 2017



PRODUCT DEVELOPMENT (INTERACTION DESIGN) INTERN at Ford Motor Company

📍 Palo Alto

- On the Advanced User Experience (UX) team at the Ford Research and Innovation Center
- Worked on 3 different near-term and moonshot Physical and Digital Interaction Design projects to envision the future of mobility and autonomous vehicles in the next 5-25 years

January 2017-
Present



RESEARCH ASSISTANT at Berkeley Institute of Design + BEST Lab

📍 Berkeley

- Created content for 30 Design methodologies and conducted ethnographic interviews for 2 months for theDesignExchange, an online interactive portal for designers and researchers
- Content is used for over 5 courses at MIT, Haas School of Business, and Berkeley Engineering

May 2017-
Present



PRESIDENT at Berkeley Innovation

📍 Berkeley

- Current President of Berkeley Innovation, a student-run human centered design consultancy at UC Berkeley where 40 students complete design work for 8 company clients every semester. Previously Internal Vice President and Product Design Consultant.

January- May
2017

Internal Vice President

- Took lead in initiating new consultant recruitment, resulting in over 200 new applications to the organization

August- December
2016

Product Design Consultant: Nourish Technologies

- Redesign of digital and physical user experience for Breakfast Box, a fully automated breakfast eatery
- Development of high-fidelity UI screens for mobile and physical prototype

January- May
2016

Product Design Consultant: Podo Labs

- User research and persona creation for the world's first wireless, re-stickable camera
- Provided insights about the usability of the Podo camera and app along with industrial design concepts for a camera accessory

August-December
2015

Product Design Consultant: The Berkeley House

- 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



EDUCATION

August 2015-
Present



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

📍 Berkeley

- Graduating in **May 2019**
- Certificate in Entrepreneurship and Technology from Sutardja Dai Center
- Certificate in Human-Centered Design from Doreen B. Townsend Center

June-July 2016



EUROPEAN INNOVATION ACADEMY at University of Nice, Sophia Antipolis

📍 Nice, France

- 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



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 awarded to 6 students per year, extended 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 out of 30 teams
- Project judged by Autodesk, Bose, Real Industry, and Jacobs Institute
- Developed educational headphone building kit using intimate Binaural audio technology



CONTACT



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SKILLS

Software

Microsoft Office Suite
Adobe Illustrator
Adobe Indesign
Adobe AfterEffects
Adobe Photoshop

Programming

MATLAB
HTML 5
CSS 3
jQuery
Python

Digital Prototyping

Balsamiq
Figma
Marvel
InVision

3D Prototyping

AutoCAD
Autodesk Fusion 360
SolidWorks
3D Printing
Laser Cutting
Arduino

Design Methods

Ethnographic Interviews
Contextual Observations
User Research
Affinity Mapping
Journey Mapping
Storyboarding
Rapid Prototyping