

# VARNA VASUDEVAN

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## EDUCATION

### University of California, Berkeley

*B.S. Mechanical Engineering, 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, Summer 2016*

Entrepreneurship bootcamp at the  
European Innovation Academy

## 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)*

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 4 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 in Fall 2017

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)*

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 for the duration of undergraduate study

### 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

## PUBLICATIONS

### Using 'Why and How' to Tap into Novice Designers' Method Selection Mindset

*ASME International Conference on Design Education (August 2018)*

Coauthor of paper that illustrates that students exhibit contextually-aware method selection mindsets when given the task to select specific design methods to use.