

VARNA VASUDEVAN



EXPERIENCE

May-
August 2017

- **PRODUCT DEVELOPMENT (INTERACTION DESIGN) INTERN**
at Ford Motor Company 📍 Palo Alto
 - Worked with a team of 4 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
 - Took ownership of personal research investigation project into autonomous vehicles in the retail space; conducted user research, hosted interdisciplinary ideation sessions, produced UX storyboards, and identified key technology enablers

January 2017-
Present

- **RESEARCH ASSISTANT**
at Berkeley Institute of Design + BEST Lab 📍 Berkeley
 - Created content for 30 Design methodologies, conducted ethnographic interviews for 2 months, and manage a team of 3 undergraduate method writers for theDesignExchange, an online interactive portal for designers and researchers
 - Content is used for over 6 graduate-level design courses at MIT, Haas School of Business, and Berkeley Engineering

May 2017-
Present

- **PRESIDENT**
at Berkeley Innovation 📍 Berkeley
 - President of Berkeley Innovation, a student-run human centered design consultancy at UC Berkeley; oversee and mentor 40 students completing design work for 8 company clients
 - 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
 - Conducted 10 ethnographic interviews and usability tests, and received over 200 survey responses during user research sprint
 - Key research insights used to inform overall user experience design, including high-fidelity screens for mobile app and physical kiosk/locker 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 to inform key business value 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** | GPA: 3.63
 - Certificate in Entrepreneurship and Technology from Sutardja Dai Center
 - Certificate in Human-Centered Design from Doreen B. Townsend Center
 - Coursework in design thinking, rapid prototyping, physical product design, mechanics, manufacturing

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 engineering 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 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

October 2016

- **BERKELEY DESIGN CHALLENGE: AUDIO AND EDUCATION**
at University of California, Berkeley 📍 Berkeley
 - 1st Place Award Recipient for "Most Marketable Product" out of 30 teams for redesigning the BOSEBuild product and user experience
 - 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
 - CSS
 - JQuery
 - Python
- **DIGITAL PROTOTYPING**
 - Balsamiq
 - Figma
 - Sketch
 - InVision
 - Marvel
- **PHYSICAL 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