VARNA VASUDEVAN

EXPERIENCE

PRODUCT DEVELOPMENT (INTERACTION DESIGN) INTERN
at Ford Motor Company 📍 Palo Alto

May- August 2017

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

RESEARCH ASSISTANT
at Berkeley Institute of Design + BEST Lab 📍 Berkeley

January 2017- Present

-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

PRESIDENT
at Berkeley Innovation 📍 Berkeley

May 2017- Present

-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.

Internal Vice President

January- May 2017

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

Product Design Consultant: Nourish Technologies

August- December 2016

-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

Product Design Consultant: Podo Labs

January- May 2016

-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

Product Design Consultant: The Berkeley House

August-December 2015

-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

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

August 2015- Present

-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

EUROPEAN INNOVATION ACADEMY
at University of Nice, Sophia Antipolis 📍 Nice, France

June-July 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

AWARDS

DRAKE SCHOLAR
at University of California, Berkeley 📍 Berkeley

August 2015- Present

-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

SOCIAL IMPACT DESIGNATHON
at University of California, Berkeley 📍 Berkeley

September 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
at University of California, Berkeley 📍 Berkeley

October 2016

-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 5
CSS 3
JQuery
Python

Digital Prototyping
Balsamiq
Figma
Sketch
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