

# VARNA VASUDEVAN

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## EDUCATION

### University of California, Berkeley B.S. Mechanical Engineering

Graduating Spring 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

Entrepreneurship bootcamp at European Innovation Academy in summer 2016

## 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 | San Francisco, CA

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 and provide product recommendations for high priority projects launching by 2019

### Ford Motor Company, User Experience Design Intern

May - Aug 2017 | Palo Alto, CA

Responsible for 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, Project Manager, Research Assistant

Jan 2017 - Present | Berkeley, CA

Currently manage and lead a team of undergrad developers and designers for the DesignExchange, the largest repository of design methods in the world

Created content for 30 Design methodologies, conducted ethnographic user research, and coauthored paper regarding design education

### Berkeley Innovation, President, Product Design Consultant

Aug 2015- Present | Berkeley, CA

President and former Internal VP of Berkeley Innovation, UC Berkeley's premier 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 | Berkeley, CA

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, Socially Engaged Engineers

Sep 2015 | Berkeley, CA

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, BOSE

Oct 2016 | Berkeley, CA

1st Place Award Recipient at Berkeley Design Challenge for "Most Marketable Product" out of 30 teams for reimagined binaural audio design for the BOSEBuild educational headphone kit

## PUBLICATIONS

### Using 'Why and How' to Tap into Novice Designers' Method Selection Mindset, ASME International Conference on Design Education

Aug 2018 | Berkeley, CA

Coauthored paper titled which illustrates that students exhibit contextually-aware method selection mindsets when given the task to select specific design methods to use. In practice