

# VARNA VASUDEVAN



## EXPERIENCE

- June-August 2017**
  - PRODUCT DEVELOPMENT INTERN** at Ford Motor Company Palo Alto
    - Worked at the Ford Research and Innovation Center with the Advanced UX team on Physical and Digital Interaction Design to envision the future of mobility and autonomous vehicles
- January 2017-Present**
  - RESEARCH ASSISTANT** at Berkeley Institute of Design Berkeley
    - Design methodology content creator for theDesignExchange (BEST Labs), an online interactive portal for designers and researchers
    - Content for courses at MIT, Haas School of Business, and Berkeley Engineering
- August 2015-Present**
  - PRESIDENT** at Berkeley Innovation Berkeley
    - Current President of Berkeley Innovation, a student-run human centered design consultancy at UC Berkeley where students complete design work for clients
  - January-May 2017** **Internal Vice President**
    - Took lead in initiating new consultant recruitment and planning events to maintain internal organization culture
  - August-December 2016** **Product Design Consultant: Nourish Technologies**
    - Redesign of customer experience for Breakfast Box, a fully automated breakfast eatery
    - Development of user interface for mobile and tablet applications
  - January-May 2016** **Product Design Consultant: Podo Labs**
    - User research for the world's first wireless, re-stickable camera
    - Defined user personas and provided insights about the usability of the Podo camera and app; Industrial design for 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 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



## 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 extends 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
    - Project judged by Autodesk, Bose, Real Industry, and Jacobs Institute
    - Developed educational headphone building kit using intimate Binaural audio tech



## CONTACT

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## SKILLS

### Software

Microsoft Office Suite  
Adobe Illustrator  
Adobe Indesign  
Adobe AfterEffects

### 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