

VARNA VASUDEVAN



EXPERIENCE

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

- **INTERNAL VICE PRESIDENT | PRODUCT DESIGN CONSULTANT**
at Berkeley Innovation 📍 Berkeley

- Berkeley Innovation is 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 and planning internal events including new consultant recruitment, officer and member retreat, and banquet 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

- Focus on mechanical design and design innovation
- Minor/Certificate Program in Human-Centered Design
- Graduating May 2019
- Certificate in Entrepreneurship and Technology from the Sutardja Dai Center

June-July 2016

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

- Entrepreneurship and Innovation bootcamp
- World's Largest Extreme Accelerator for digital innovations
- From an idea to tech start-up in 15 days



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

- ✉ varna.vasudevan@berkeley.edu
- 📞 +1 916 220 1971
- 🌐 varnavasudevan.com
- 🌐 [linkedin.com/in/varnavasudevan](https://www.linkedin.com/in/varnavasudevan)



SKILLS

Software

Microsoft Office Suite
Adobe Illustrator
Adobe Indesign
Adobe Photoshop

Programming

MATLAB
HTML 5
CSS 3
JQuery

Digital Prototyping

Balsamiq
Figma
Marvel
InVision

3D Prototyping

AutoCAD
Autodesk Fusion 360
SolidWorks
3D Printing
Laser Cutting