

# VARNA VASUDEVAN

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## EDUCATION

### University of California, Berkeley

#### B.S. Mechanical Engineering, 2019

- Graduating in May 2019, 3.63 GPA
- Certificate in Human-Centered Design from Doreen B. Townsend Center
- Coursework in design thinking, rapid prototyping, physical product design, mechanics, manufacturing

### University of Nice, Sophia-Antipolis

#### Certificate in Entrepreneurship and Technology, 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

## SKILLS

### Software

Microsoft Office Suite  
Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Adobe Aftereffects

### Programming

MATLAB  
HTML, CSS, jQuery  
Python

### Interface Design

Balsamiq  
Figma  
Sketch  
InVision  
Marvel

### Industrial Design

AutoCAD  
Autodesk Fusion 360  
SolidWorks  
3D Printing  
Laser Cutting  
Arduino

### Design Methods

User Research  
Ethnographic Interviews  
Contextual Observation  
Affinity Mapping  
Journey Mapping  
Persona Development  
Storyboarding, Service Blueprint  
User Testing, Usability Studies  
Rapid Prototyping

## EXPERIENCE

### Ford Motor Company

#### User Experience Design Intern (May - August 2017)

- Worked with a team of 6 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

### Berkeley BEST Lab, Berkeley Institute of Design

#### Research Assistant (Jan 2017 - Present)

- Created content for 30 Design methodologies, conducted ethnographic user research, and currently manage a team of 3 undergrad method writers for theDesignExchange, an online interactive portal for designers and researchers
- Content is used as a textbook for over 6 graduate-level design courses at MIT, Haas School of Business, and Berkeley Engineering

### Berkeley Innovation

#### President, Product Design Consultant (Aug 2015 - Present)

- President of Berkeley Innovation, UC Berkeley's student-run human-centered design consultancy
- Led team of 12 officers and mentored 40 students completing design work for 8 industry clients
- Previously Internal Vice President: took lead in organizing consultant recruitment, resulting in over 200 new applicants
- Product Design Consultant for 3 client projects: Nourish Technologies, Podo Labs, and The Berkeley House

## AWARDS

### Drake Scholar

#### UC Berkeley Mechanical Engineering (Aug 2015)

- 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

### Social Impact Designathon

#### UC Berkeley Socially Engaged Engineers (Sept 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

#### Fung Institute for Engineering, BOSE (Oct 2016)

- 1st Place Award Recipient for "Most Marketable Product" out of 30 teams for reimagined design of the BOSEBuild educational headphone kit
- Project judged by Autodesk, Bose, Real Industry, and Jacobs Institute