

Natasha Puthukudy

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I am equally excited to design at the intersection of art and technology, and also art and biology, building clean and simple products, both in function and aesthetic, to address complex and important problems.

EDUCATION

UCLA (2017-2021)

- ▶ Major: Design / Media Arts
- ▶ GPA: 3.84
- ▶ Design / Media Arts Dean's Scholarship Award 2019

RELEVANT COURSEWORK

- ▶ Design Culture, Design Futures, Bio/Nanotech + Design
- ▶ Intro to Programming, Interactivity
- ▶ Intro to Bioengineering, Biomedical Research

SKILLS

SOFTWARE

- ▶ Adobe Creative Suite
- ▶ Keynote, Powerpoint
- ▶ Mailchimp

PROGRAMMING

- ▶ C++
- ▶ HTML/CSS
- ▶ p5.js
- ▶ Arduino

LANGUAGES

- ▶ Proficient in French

EXTRACURRICULARS

- ▶ UCLA Bruin Entrepreneurs: Weekly Nights Director, Designathon Director, Design
- ▶ UCLA Biomedical Engineering Society: Automatic Ethanol Sprayer, Pulse Oximeter
- ▶ UCLA Club Field Hockey: President & Founder
- ▶ UCLA Club Sailing
- ▶ UCLA Housing Community Rep

JOB EXPERIENCE

UX & Product Design Intern

TIKKL

JUL - SEP 2019

- ▶ Designed user flows and screens for Tikkl's conference app for iOS and Android. Worked closely with product and engineering teams from prototype to app launch.
- ▶ Designed email templates for notifications and communications with event organizers, & graphics and content for Tikkl's digital campaigns.

Creative Services & Design Intern

WARNER BROS

JUN - AUG 2018

- ▶ Worked on a variety of design projects, reporting to the Art Director.
- ▶ Designed book covers used in backdrop of the WB interview set at Comic Con 2018, LEGO Villains video game ad concepts, and flyers for internal event promotion. Created character boards, Powerpoint presentations, and bound concept books for various TV shows.

Student Designer

UCLA

JAN - JUN 2018

- ▶ Designed and produced all the creative content (flyers, brochures, invitations, emails, newsletters, social media posts) for the UEI department, reporting to its Marketing Director.
- ▶ UEI collaborates with departments and faculty to run innovative interdisciplinary education programs that serve UCLA's 30,000 students.

PROJECTS

Weekly Nights | Designathon | Branding and Social Media

UCLA BRUIN ENTREPRENEURS

SEP 2017 - CURRENT

- ▶ In charge of planning our general membership program, reaching out to speakers and sponsors, and running Weekly Events.
- ▶ Planned and ran Designathon 2019 (our 2nd annual intercollegiate design hackathon), secured sponsorships, designed content, managed day-of logistics. Currently planning Designathon 2020.
- ▶ Led BE's rebranding, making style guides, designing and co-developing our new website, and creating our sponsorship deck. Responsible for all print and social media creative content and branding.

Event Website Redesign

WORLD INFORMATION ARCHITECTURE DAY

APR 2019 - JUL 2019

- ▶ Revamped WIAD's website to make it look modern and reputable, conducted user interviews, built and user-tested wireframes, and presented several mockups to the organization's development team.

Missense Gene Therapy Video Exhibit

UCLA BIO/NANOTECH + DESIGN CLASS

MAR 2019- JUN 2019

- ▶ Created a project to explore gene therapy, using Build-a-Bears, stuffed with objects to represent mutated and edited genes for several diseases that have no cures now but for which gene therapy research is ongoing; created a new typeface using only A, C, T, and G to form the rest of the alphabet.

Pulse Oximeter

UCLA BIOMEDICAL ENGINEERING SOCIETY

AUG 2018 - JUN 2019

- ▶ Built, programmed, & 3D printed a pulse oximeter using Arduino UNO.
- ▶ Designed the casing to look like a whale (for easy adoption in pediatric settings), helped solder the PCB, coded parts of the display screen.