

# Natasha Puthukudy

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I'm excited about design and entrepreneurial thinking and like to build clean and simple products to address critical 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, Design Studio courses
- ▶ Programming, Interactivity, Human/Computer Interaction
- ▶ Bioengineering, Biomedical Research

## SKILLS

### SOFTWARE

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

### PROGRAMMING

- ▶ C++, p5.js
- ▶ Arduino

### LANGUAGES

- ▶ Proficient in French

## ACTIVITIES & ACHIEVEMENTS

- ▶ IDEO CoLab's SF Makeathon (Oct 2019)
- ▶ VCIC Venture Capital Investment Competition, UCLA Team Member (2019, 2020)
- ▶ LA Hacks (2020)
- ▶ UCLA Bruin Entrepreneurs Director (2017-current)
- ▶ QWER Hacks Organizer (2020)
- ▶ UCLA Housing Community Representative (2018-2019)
- ▶ UCLA Club Field Hockey: President & Founder (2017-current)
- ▶ UCLA Club Sailing, Crew (2017)

## JOBS & INTERNSHIPS

### UX & Product Design Intern

TIKKL

JUL - SEP 2019

- ▶ Designed user flows and screens for Tikkl's conference app for iOS and Android, interacting with product and eng teams from prototyping to launch.
- ▶ Created 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

- ▶ Designed book covers used as a 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

- ▶ Produced all the creative content (flyers, brochures, invitations, emails, newsletters, social media posts) for the Undergraduate Education Initiatives department which collaborates with various other departments and faculty to run innovative interdisciplinary programs that serve UCLA's 30,000 students.

## INDEPENDENT PROJECTS

### Designathon and Weekly Events | Branding & Social Media Marketing

UCLA BRUIN ENTREPRENEURS

SEP 2017 - CURRENT

- ▶ Directed Designathon 2019 and 2020 (our annual intercollegiate design hackathon): secured sponsorships, created branding guidelines and website mockups, designed marketing content, managed day-of logistics.
- ▶ Coordinated and broadened our general membership program, reaching out to speakers and sponsors, running Weekly Events, organizing office tours.
- ▶ Led BE's rebranding, making style guides, designing and co-developing our website, creating our sponsorship deck. Responsible for all creative content.

### "Food and Stuff" Mobile App

LA HACKS

MAR 2020

- ▶ Designed and built a mobile app for users to order groceries for pickup curbside. I was responsible for all aspects of product design and UI/UX.

### 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.

### Automatic Ethanol Sprayer

UCLA BIOMEDICAL ENGINEERING SOCIETY

JAN 2020 - JUN 2020

- ▶ Prototyped an automatic casing for spray bottle casing to sterilize lab equipment more efficiently.
- ▶ Coded, 3D modeled & printed several parts, focusing on usability and how the whole product comes together.
- ▶ Wrote a technical proposal, researched market, patents, and scenarios/need.

### Pulse Oximeter

UCLA BIOMEDICAL ENGINEERING SOCIETY

AUG 2018 - JUN 2019

- ▶ Built, programmed, coded parts of display screen, soldered PCB, & 3D printed a pulse oximeter using Arduino UNO. Designed casing to look like a whale.

