

# VARNIKA KUNDU

Portfolio: [www.varnikakundu.com](http://www.varnikakundu.com)  
Email: [vkundu@zendaconsulting.com](mailto:vkundu@zendaconsulting.com)  
Phone: +1(702) 344-4476

## Design Consultant at ZENDA

Based in New York

## WORK EXPERIENCE

### ZENDA, LLC. - Design Consultant

August 2022 - Present

New York, NY

Experience consulting on design projects in finance and consumer services industries for Fortune 100 clients. Creating design specs for business enterprise tools, conducting usability research, providing feedback on UX design and business process design.

### The Metropolitan Museum of Art - UX Designer

September 2021 - December 2021 (4 months)

New York, NY

**Project:** Art Bio Matters (ABM) is a unique communication hub that promotes cross-disciplinary collaboration and hosts educational resources for biological materials research in cultural heritage. With an updated statement of purpose and a rapidly growing conclave of cultural heritage professionals, the redesign of Art Bio Matters digital platform aimed to increase engagement and improve the overall user experience. I collaborated with a cross-disciplinary team to design a communication hub for 120+ members, and conducted a design workshop at the 2021 Business conference.

**Activities:** Design research, design-led workshop, website design, visual identity, sitemaps and UX flows, data organization, illustrations and graphic design.

### Foundation for Advancement in Conservation - UX Designer

July 2022 (0.5 month)

July 2021 - July 2022 (1 year) // Graduate Research Assistant through Pratt Institute

Brooklyn, NY

**Project:** Sustainability Tools in Cultural Heritage (STiCH) is a life cycle assessment tool to help cultural heritage professionals make educated, sustainable choices to lower the environmental impact of their work. In collaboration with FAIC and Pratt Institute working under a Tier II NEH grant, my role in this project transformed the brand identity (logo, typography, color palette) of the website as a platform to disseminate data as well as demystify complex ongoing case studies in a visually engaging tone through a series of co-design sessions with the principal investigators of STiCH.

**Activities:** UI consultant, website design, participatory design, data visualization, WCAG compliant style guides, wireframing, sitemaps, 3D CAD.

### Tellus Technologies - Industrial Design Intern / UX Consultant

July 2020 - August 2020 (2 months)

San Jose, CA

**Project:** Tellus is an MIT spinoff that works with plant-based polymers to address single-use plastic pollution with an aim to eradicate microlitter and promote a circular economy. As part of a summer internship in 2020, the team and I conducted user interviews and quantitative research during NSF I-corps regional training at UC, Berkeley. Based on the analysis of consumer insights and an updated business model, I researched and prototyped industrial applications of their proprietary biomaterial, and developed the internal visual identity.

**Activities:** User research, industrial design, wireframing, prototyping, business model canvas, sponsorship decks, brand identity.

### Lane 23 Productions - UI/UX Design Intern

June 2020 - July 2020 (1 month)

Lake Arrowhead, CA

**Project:** Koolio.ai is a Digital Audio Workstation (DAW) that provides a simple, web-based, easy to use and intuitive interface for users to create quality content, and helps take a concept to a completed podcast in a matter of minutes. Led the redesign of the DAW platform and designed a mobile/web app front-end along with the brand identity. Collaborated with engineers and developers to render custom assets and deliver clickable prototypes for alpha and beta testing.

**Activities:** Front-end UX design, UI design, brand identity, design documentation, sitemaps and UX flows, wireframing, interactive prototypes.

# VARNIKA KUNDU

Portfolio: [www.varnikakundu.com](http://www.varnikakundu.com)  
Email: [vkundu@zendaconsulting.com](mailto:vkundu@zendaconsulting.com)  
Phone: +1(702) 344-4476

## Design Consultant at ZENDA

Based in New York

### YM Movies Pvt Ltd - Exhibition Designer/Sensory Associate Director

July 2017 - August 2019 (2 years)

November 2016 - July 2017 (9 months) // Product Design Intern

Chennai, Tamil Nadu, India

**Project:** Le Musk is 35 minute multi-sensory VR film directed by Academy Award winning Music Composer, A. R. Rahman. The experience of Le Musk is designed as a unique immersive journey from beginning to end utilizing a site-specific installation. As the film's sensory associate director, I collaborated with global research and technology partners at Intel (US), The Feelies (UK), AromaJoin (Japan) and others to deliver the premiere at Cannes Film Festival in 2019 and 2022. Scaled design team from 1 to 6 members, and managed the interdisciplinary design team in direct report.

**Activities:** Exhibition design, stakeholder management, project management, sensory associate director, graphic design, wireframing, prototyping.

### Minotti Ahmedabad - Product Design Intern

May 2016 - July 2016 (2 months)

Ahmedabad, Gujarat, India

**Project:** Minotti is an Italian company with a solid reputation at an international level as an excellent expression of "Made in Italy" in the field of contemporary furniture design and ambassador of a classic-modern lifestyle in the residential and hospitality segments. As a product design intern, I worked on assisting a variety of interior design projects alongside design proposals for indoor furniture, and designed proposal decks for prospecting clients.

**Activities:** Furniture design, interior design, video editing, material studies, industry training

## EDUCATION

### Masters in Industrial Design

Pratt Institute, Brooklyn, NY

August 2019 - May 2022

Graduated with distinction, and received an Excellence in Academic Achievement award, Pratt Circle award, the Kostellow Fellowship and merit-based scholarship. Led and managed a team of industrial design students to build a platform for mentorship and support dialogue across various levels of expertise within Pratt's Industrial Design Program during remote learning; Conducted design workshops to design a forum for students, by students.

### Bachelor of Design, Major: Accessory Design

National Institute of Fashion Technology, Chennai, India

August 2013 - May 2017

Selected to represent the Accessory Design Department and invited by the Indian Prime Minister to attend the inauguration of the first National Handloom Day celebrated annually to commemorate the Swadeshi Movement launched in 1905 by Ministry of Textiles, Government of India.

## SKILLS AND EXPERIENCE SUMMARY

### Sector Experience

Education, Visual Design, Web Design, Arts & Culture, UX Consultant, Research Grants.

### Competencies

Design Research, Design Thinking, UX Research and Design, Workflows, Information Architecture, Creative Coding, Adobe Creative Suite, Figma, Miro, Maya, Unity 3D, Data Visualization, 3D CAD, Wireframing and Prototyping.