

Varshini Chouthri

Cupertino, CA



Education

Bachelor's Degree, Industrial Design, University of Houston

August 2021 — May 2025

- GPA: 3.6
- Dean's List: 2022

Employment History

Freelance Designer, Startups

May 2023 — Present

- Translated startup visions into visually strong websites, reinforcing brand identity.
- Created concise brand guides for startups to help define visual elements and messaging strategies.
- Crafted effective presentations resonating with target audiences

Organizations

President, UH SIDSA (Student Industrial Designers Society of America)

August 2023 — Present

- Oversaw SIDSA's strategic initiatives and represented the organization at industry events.
- Developed and executed plans for student and professional development.
- Enhanced member engagement, managed events, and collaborated with organizations and industry partners.
- Guided and supported SIDSA freshman as a mentor, aiding in their academic endeavors.

Creative Director, UH SIDSA (Student Industrial Designers Society of America)

August 2022 — May 2023

- Led brand establishment through creative direction and impactful graphic design.
- Ensured brand consistency across platforms for a unified visual presence.

Steering Committee, Student Council (UH College of Architecture and Design)

August 2022 — May 2021

- Served as a liaison between the student council and the student body.

Contacts

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Skills

UX/UI Design: Figma

CAD-Modeling: SolidWorks, Rhino, Keyshot

Graphic Design: Adobe Creative Cloud (Illustrator, Photoshop, InDesign)

MS Office: PowerPoint, Excel, Word

Sketching: Sketchbook, Procreate

Prototyping

Problem Solving

Presentation Skills

Design Research

Manufacturing Knowledge

Exhibitions

Had 2 of my projects displayed at the UH ID Program's Accreditation Exhibition.

Had 3 of my projects displayed at the UH ID Program's 20th Anniversary Exhibition.