Vasuki Sunder
Designer

vasuki.studio
vasukisunder@gmail.com

Education

MFA in Design and Technology (expected 2026)
Parsons School of Design, The New School, New York, NY
> Courses: Designing for Usability, Psychology for Designers, Creative Coding

BS in Cognitive Science, Human Computer Interaction (2014 - 2018)
University of California San Diego, San Diego, CA
> GPA: 3.84, Magna Cum Laude, Provost Honors, Dean's List
> Courses: Interaction Design, Social Computing, Brain Computer Interfaces, Usability and Information Architecture, Design Thinking

Experience

Product Designer (May 2022 – August 2024)
CalMatters, San Francisco, CA
> As the sole designer, established a design system with reusable components and defined the company's overall design language, including brand guidelines, UI and interactivity, marketing, social media, advertisements, and print materials.
>
> Designed impactful data-driven tools for readers (1.3 million monthly visitors) alongside engineering team, including a voter guide, legislator database, and climate trackers.

User Experience Designer (February 2021 - March 2022)
Freelance, San Francisco, CA
> Designed websites, mobile apps, and design systems for 3 startups and local small businesses, resulting in over 200% higher site engagement & 37% greater profits.

Full Stack Web Development Fellow (January 2020 - November 2020)
Lambda School, San Francisco, CA
> Developed and deployed several end-to-end responsive web applications using JavaScript, React, Node.js, and RESTful APIs. Designed projects with HTML and CSS.

Technology Consultant (September 2018 - December 2019)
Accenture, San Francisco, CA
> Defined project goals and created product roadmaps as the primary liaison between stakeholders, engineering teams, and design teams.
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> Worked with industry-leading tech clients as a project manager and translated functional & business requirements into technical user stories on a sprint basis.

HCI Research Intern (February 2018 - May 2018)
UCSD Design Lab, San Diego, CA
> Collaborated with a research team to design and build a social computing platform that promotes increased civic engagement in urban planning decisions.

Skills

Design Tools	Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom)
Development	HTML, CSS, JavaScript, React.js, Node.js
Design Expertise	UX / UI Design, Interactivity, Typography, Visual Design
Research & Strategy	User Research, Usability Testing, Information Architecture, Design Systems