

## WORK EXPERIENCE

### **Innovative Design (UC Berkeley's Premier Design Club)**

President

Berkeley, CA ~ August 2016 - May 2017

Lead and manage team of 20+ officers. Brainstorm and implement methods to expand design education on Cal's campus.

### **The Tab (College News Organization)**

Staff Writer

Berkeley, CA ~ March 2016 - May 2017

Write three articles monthly, ranging from breaking news to specific human interest pieces relevant to the UC Berkeley Community.

### **Innovative Design (UC Berkeley's Premier Design Club)**

VP, Internal Affairs

Photography Lead

Berkeley, CA ~ January 2016 - May 2016

Defined and executed club's social events strategy for a 120+ person group. Taught nine person group to cover event and portraiture photography shoots.

### **3VR (Video Intelligence)**

Intern - User Experience Designer

San Francisco, CA ~ May 2015 - August 2015

Redesigned native Windows based surveillance UX for mobile, web and desktop use.

Scrapped and reimagined three main functionalities: search, surveil, and alerting/notifications.

### **Sidecar (Creative Design Firm)**

Intern - User Experience Designer

Berkeley, CA ~ June 2014 - August 2014

Re-engineered mobile/web app designed to manage carbon emissions, emphasizing on user interactions. When not exclusively working on it, also participated in brand development (including mockup development) for select clients of the firm.

### **LoveLive TV (Video Content Production)**

Intern - Graphic Design

London, England ~ August 2013 - December 2013

Spearheaded social media strategy targeting millennials.

## EDUCATION

### **University of California, Berkeley**

Berkeley, CA ~ Jan 2014 - Dec 2016

B.A. Cognitive Science

Concentration in Cognitive Psychology

Minor in Journalism

## SKILLS

Adobe Creative Suite

Python

Java

HTML/CSS

UX/UI Design

Photography

Journalistic Writing

Creative Writing

## LIKES

Baseball Statistics

American Politics

The Subconscious

Societal Growth/Expansion

**NATASHA WELINGKAR**

Writer + Creative

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