

# MADHAV VARMA | PRODUCT DESIGNER

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## EDUCATION

**Master of Science in Information Science-Human Computer Interaction/UX Specialization** Aug 2022 – May 2024  
**The University of Texas at Austin-** Austin, TX, United States

- Coursework: Information Architecture Design, Idea to Product, Human-Computer Interaction, Usability, Accessible UX
- UXPA UT Austin Designathon 2023 Second Runner-Up.

**Bachelor of Technology in Electronics and Communications Engineering** Aug 2015 – May 2019  
**Bharati Vidyapeeth's College of Engineering-** New Delhi, India

## PROFESSIONAL EXPERIENCE

**Product Design Intern** Nov 2021 – May 2022  
**iDesign.Market** – New Delhi, India

- Worked directly with the CTO and CEO on UX research and design for SAAS tools and product pages.
- Translated business inputs into **user flows, wireframes, and low, medium, and high-fidelity mock-ups**.
- Lead **primary research** in the form of in-person interviews.
- Extracted insights from interviews using methodologies like card sorting and affinity mapping.
- Executed **developer handoff** and UI reviews for screens produced by the development team.
- Completed **Usability Testing** with end users - interior designers, contractors, and homeowners.

**Service Engineer – Customer Experience** Mar 2019 – Aug 2021  
**Dyson Technology India** – New Delhi, India

- **Spearheaded a Design Team of 10** to design the virtual background for enhancing customer interaction during pandemic-induced lockdowns.
- **Collaborated and led beta testing** with internal teams and handheld the clients through pilot testing to optimize the impact. This helped boost the Net Promoter Score (NPS) by **10%**.
- Ensured a seamless lead conversion process through meticulous documentation resulting in **50% lead conversion**.
- **Designed an operational workflow blueprint** for the refurbishment facility, increasing output by **32.5%**.
- Led the pilot testing project for fixing Particulate Matter Sensor error on an air purifier model resulting in a reduction of **\$243 per unit** in replacement cost.
- **Trained new employees** in Customer Experience (CX) roles through online and offline training sessions.
- Designed a training manual for trainees to build strong product demonstration and presentation skills.
- Led a project for data maintenance, tracking, and logistics of standby units **boosting NPS by 10%**.
- Won **Pioneering Award** for service design for virtual customer experience and won **Employee of the Quarter** and **Employee of the Month** for exemplary performance multiple times.

## ACADEMIC PROJECTS

**[Whole Communities Whole Health \(WCWH\) App](#)** Aug 2022 – Dec 2022

- Redesigned the existing app by revamping its information architecture while preserving core functionalities.

**[Circular Mushroom Log Harvester](#)** Aug 2022 – Dec 2022

- A physical product design project for a "Circular Mushroom Log Harvester" that harvests synthetic log-grown shiitake mushrooms 12 times quicker and cuts labor expenses for harvesting by 90%.

## SKILLS

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|--|---|
| • User Research  | • Wireframing   |
| • User Interface Design, Visual Design, and Interaction Design using Figma | • Product Sketching   |
| • Information Architecture Design  | • Usability Testing   |
| • Rapid Prototyping  | • Responsive Web Development using HTML, CSS, and JavaScript (JS) |
| • Accessibility in UX  | • Design to Development Handoff                                   |