MADHAV VARMA | UX DESIGNER AND RESEARCHER

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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
- Relevant Courses: 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.
- **Implemented the visual design** process for high-fidelity mock-ups.
- **Executed developer handoff** and UI reviews for screens produced by the development team.
- **Completed user 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.
- **Boosted the Net Promoter Score (NPS) from 78 to 90**. Ensured a seamless lead conversion process through meticulous documentation resulting in 50% lead conversion.
- **Designed an operational workflow blueprint** for the refurbishment facility which increased 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** for building strong product demonstration and presentation skills.
- **Led** a project for data maintenance, tracking, and logistics of standby units **boosting NPS by 10%** points.
- 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.

FLAGSHIP PROJECTS

Whole Communities Whole Health (WCWH) App Major Re-Design   **Aug 2022 – Dec 2022**
- Redesigned the existing app by revamping its information architecture while preserving core functionalities.

Product Design-Circular Mushroom Log Harvester   **Aug 2022 – Dec 2022**
- A 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

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