MADHAV VARMA
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PROFESSIONAL EXPERIENCE

iDesign.Market: A Tech-based home interior design services start-up

Product Design Intern   **New Delhi, India**   **November 2021-Present**
- Working with the CTO and CEO directly on a UX design project for a B2B SAAS application
  - >Translated business inputs into user flows, wireframes and low fidelity mock-ups
  - >Carried out user research in the form of in-person interviews to **validate ideas for the product's design**
  - >Worked in an **agile environment** and implemented changes to the UI as per business requirements
  - >Involved in the **visual design process** for Hi Fidelity mock-ups
  - >Coordinated with **front-end and back-end development teams** to transfer knowledge regarding user flows and functionality
  - >Carried out functionality and UI reviews for screens made by the development team and helped to rectify inconsistencies

Tools used: Figma, Adobe XD, Miro and MS Office.

Dyson India: The India division of a UK based technology innovation company

Market Service and Sales Engineer: **New Delhi, India**   **March 2019-August 2021**
- Responsible for demonstration, installation, inspection of all Dyson products pan India, on and off site
- Led a design team of 10 to design the virtual background for enhancing customer interaction during pandemic induced lock-downs
  - > Presented a strong project plan along with sample backgrounds and data from pilot run to the management
  - > Led the Beta testing with internal teams and hand held the clients through the pilot testing to optimise the impact
  - > The successful implementation resulted in boost in Net Promoter Score (NPS) from 78 to 90
    - **Tools used:** Adobe Illustrator and Adobe Premiere Pro
- Ensured a seamless lead conversion process through meticulous documentation resulting in 50% lead conversion
    - **Tools used:** Fresh Sales software
- Designated to lead a team of 7 in the first phase, of the refurbishment project "Phoenix" for Grade B SKUs
  - > Thorough ABC Analysis of returned/old SKUs helped identify counterfeit units and built a tighter inventory control
  - > Designed an operational workflow blue print for refurbishment facility. The effective implementation helped in increasing the refurbishing target from 660 to 875 machines
  - > Assigned to set up and train the 3rd Party workforce for the second phase of refurbishment
- Successfully led the implementation of pilot project for fixing Particulate Matter sensor error on an air purifier model resulting in reduction of 243$ /per unit in replacement cost
- Trained new employees in client facing roles by online and offline training sessions
  - > Created a training manual for trainees and trained them for building strong product demonstration and presentation skills
  - > Collated information and created a library of new resources and documentation to aid future teams
- Led a project for data maintenance, tracking and logistics of standby units
  - > Collaborated with the logistics/service teams and created a seamless servicing process resulting in boosting NPS by 10% points.

Recognitions:
- Received the Pioneering Award for the virtual platform design project in 2021
- Awarded for exemplary performance and displaying best performance metrics in the North Region:
  - > Employee of the month (Dec 2019, Oct 2020, April 2021 and June 2021)
  - > Employee of the Quarter (Q1 2020, Q1 2021 and Q2 2021)

SKILLS
- Google UX certification: Currently enrolled in the course to upskill
- UI/UX Design using Adobe XD, Figma
- Creative Skills: Adobe Premiere Pro, Adobe Illustrator- Used for professional and personal projects
- Programming in Python, C
- MS Office: Excel, PowerPoint, Word
- Web development using HTML and CSS

INTERNSHIP   **May 2018- July 2018**
Body Cast Innovations LLP: A start-up incorporating technology into bespoke clothing
Project: Prototype for a shape shifting robotic mannequin aimed to help design and model bespoke clothing
- Worked in a team of 3 engineers for complete ideation, design, construction and programming work
- Used servo motors and microcontrollers to translate custom human body measurements into actuator inputs resolving misrepresentation of unconventional body shapes by simulating different body measurements through moving panels.
- Based on our prototype the company built a virtual web based simulation tool to show the garment fitting for diverse body shapes
  Tools used: Arduino Uno, Servo motors, Rack and pinion arrangements, Bluetooth module

EDUCATION
B. TECH (ECE) Bharati Vidyapeeth's College of Engineering   **7.84 /10**   **2015 to 2019**

B. Tech Major Project - IOT Enabled Smart Irrigation System:
Project Aim: Conservation of water used for irrigation
   Used soil moisture sensor to assess precise soil moisture levels and release water accordingly through a reservoir using a pump. Incorporated control and monitoring through IOT.
Major Components Used: Arduino Electronics prototyping board, soil moisture sensor, Pump, Relay, Wi-Fi module
- Presented a seminar on the real world application and deployment of our Major project and its benefit to Indian farmers
- Presented Extension of the sensing capabilities using Wireless Sensor Networks(WSN) with the working, challenges and costs

TRAININGS
Summer Training: (Summer Break, June-July 2017):
Android app development: Capstone project
Developed a fitness app which consolidated various fitness tools, like a weight training log, stopwatch, step count and a reminder for hydration. The App was highly appreciated by a panel of 4 professors
Tools used -Android Studio, along with basics of Java required for the programming.

Winter Training (Winter Break, December 2017):
Embedded Systems and IOT: Capstone project
Developed a human detection system similar to the system used in automatic doors
Tools used-major components: –Arduino electronics prototyping board and PIR motion sensor

SPORTS:
> Led the college football team, as a vice captain to two wins each in the inter-department tournament**s**
> Organized try outs for boys from lateral entry students to join and strengthen the department's football team
> Managed the promotion and smooth functioning of a Gaming Tournament for FIFA and Call of Duty -2018

PERSONAL PROJECTS:
- **Designed Webpage and Logo** for Polygon Innovations, a start-up.
- **Guitar App Prototype –Six String**: UX Design and Research for an app to help beginner guitarists learn with ease
- **Sleep Apnea App Prototype**: UX Design and Research for an app for self-diagnosis by sleep apnea patients and access to medical help
  Tools used: Adobe XD, Adobe Illustrator
- **Webpage:** Coded my own portfolio website from scratch, using HTML and CSS.
  Link- https://madhav18897.github.io/MV-Portfolio-Website/
- **Design logos** and post them on my dribble profile: https://dribbble.com/madhavv09

ADDITIONAL INFORMATION
- Created and manage my YouTube channel to post guitar and vocal covers of songs with 175 subscribers and a total of 89140 views as of Nov 2021. **URL**: https://www.youtube.com/channel/UCeMdlVC1QF6vBcnSclfaeag
- Regularly play and train new entrants for the local football team. Also helped construct a small football field and fence an open ground in my locality for children and senior citizens to play and walk safely, respectively
- Volunteered for National Service Scheme(NSS) to create awareness about recycling in a village in Haryana(Bahadurgarh)

UDEMY COURSES
- UI/UX design using Adobe XD (To upskill and be able to bridge the skill gap required for a career shift into UX)
- Advanced Excel
- Digital Marketing
- Python