

# MADHAV VARMA

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## EDUCATION

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**The University of Texas at Austin** - Austin, Texas **Aug 2022-Present**

**Master of Science in Information Science-Human Computer Interaction Specialization**

- GPA: 4.0
- Relevant Courses: Information Architecture and Design, Idea to Product.

**Bharati Vidyapeeth's College of Engineering** - New Delhi, India

**Aug 2015-May 2019**

**Bachelor of Technology in Electronics and Communications Engineering**

## FULL-TIME WORK EXPERIENCE

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**iDesign.Market** – New Delhi, India

**Nov 2021 – May 2022**

**UX/UI/Product Design Intern**

- **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 using Figma.
- **Carried out Primary Research** in the form of in-person interviews.
- Worked in an **agile environment** and implemented changes to the User Interface as per business requirements.
- **Implemented the Visual Design** process for high-fidelity mock-ups.
- Carried out Developer Handoff and UI reviews for screens produced by the development team, where I used my knowledge of HTML, CSS, and JavaScript.
- **User Testing** with our end users - Interior Designers, Contractors, and Potential Customers.

**Dyson Technology India** – New Delhi, India

**Mar 2019 – Aug 2021**

**Service Engineer – Customer Experience**

- **Spearheaded a Design Team of 10** to design the virtual background for enhancing customer interaction during pandemic-induced lockdowns.
- **Led the 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.
- **Spearheaded a team of 7 in the first phase of the refurbishment project** "Phoenix" for Grade B SKUs.
- Carried out thorough ABC Analysis of returned/old SKUs helped identify counterfeit units and built tighter inventory control.
- **Designed an operational workflow blueprint for a refurbishment facility.** The effective implementation helped in **increasing the refurbishing target from 660 to 875 machines.**
- **Trained a 3rd party workforce** for the second phase of refurbishment.
- **Led the implementation of a pilot 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 client-facing roles** through online and offline training sessions.
- **Designed 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.
- 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.
- **Won Pioneering Award** for service design for virtual customer experience in 2021.
- **Won Employee of the Quarter** for exemplary performance in the North Region in Q1 2020, Q1 2021, and Q2 2021.
- **Won Employee of the Month** for exemplary performance in the North Region in Dec 2019, Oct 2020, Apr 2021, and June 2021

## PART-TIME WORK EXPERIENCE

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**University Housing and Dining, The University of Texas at Austin-** Austin, Texas, US  
**Student Administrative Assistant**

**Sept 2022-Present**

- Designed content for the head chef's playbook
- Designed layout maps, allergen charts and playbooks for six coffee shops on campus
- Created and installed informative banners and posters
- Carried out interviews for various roles in UHD and trained new employees

## PROJECT WORK AT UT AUSTIN

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**Course-Information Architecture and Design, UT Austin** – Austin, TX, US

**Aug 2022 – Dec 2022**

**UX Designer and Information Architect-Whole Communities Whole Health (WCWH) App Major Re-Design**

- WCWH is a UT health and wellbeing research initiative, seeking to include communities traditionally left out of the research process. The Horn-sense app is used to return research data and insights to these families so that they can make informed decisions regarding their health. Our team used our skills in Information Architecture Design, User Research, User Interface Design, and Usability Testing to redesign this app and make it better in every way while keeping the core functionalities.

**Course-Idea to Product, UT Austin** – Austin, TX, US

**Aug 2022 – Dec 2022**

**Product Designer-Circular Mushroom Log Harvester**

- A ground-breaking Physical Product Design Project for a "Circular Mushroom Log Harvester" that enables farmers to harvest synthetic log-grown shiitake mushrooms 12 times quicker and cut their labor expenses for harvesting by 90%. We used our skills in Information User Research, CAD Design, Laser cutting, and 3D Printing to build this physical product.

## SKILLS

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- UX Design and Research
- Qualitative and Quantitative User Research
- Information Architecture Design
- User Interface Design, and Visual Design using Figma
- Rapid Prototyping
- Web Development using HTML, CSS, and JavaScript
- Design to Development Handoff
- Go-to-Market Strategy
- Customer Experience
- Team Leadership
- Video Editing using Adobe Premiere Pro

## ADDITIONAL INFORMATION

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- **Language Fluency:** English and Hindi (Native)
- **Work Eligibility:** Eligible to work in the U.S. on F1 CPT and OPT; will require visa sponsorship for full-time employment post-OPT completion.
- **Creative Work and Hobbies:** Music and Video Production – Acoustic and Electric Guitar and Vocals.
- **I Own and Operate a YouTube Channel** with 250+ subscribers and 120,000+ total views: [YouTube Channel Link](#)