

MADHAV VARMA

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PROFESSIONAL SUMMARY

Product designer seeking full-time UX/Product Designer and Researcher roles starting May 2024.

EDUCATION

University of Texas, School of Information | Austin, TX

Master of Science in Information Studies | Expected: May 2024

- o Current GPA: 4.0
- o Relevant Coursework: Information Architecture Design, Idea to Product, Human-Computer Interaction, Usability, Accessible UX, Data Storytelling, Visual Design, UX and Product Management
- o **3rd Place** at UXPA UT Austin Designathon 2023
- o **Graduate Teaching Assistantships:** Fall 2023: McCombs School of Business; Spring 2024: College of Natural Sciences

Bharati Vidyapeeth, College of Engineering | New Delhi, India

Bachelor of Technology in Electronics and Communications Engineering | May 2019

- o Overall GPA: 3.3

EXPERIENCE

Burgermaster Lab, Dell Medical School

UX Researcher and Designer | Austin, TX | January 2024-present

- o Working with a team of clinical researchers on developing a **clinical decision support system (CDSS)** to assist dietitians in providing high-quality nutrition education to patients. Responsible for **end-to-end UX research** and delivering the **prototype**.

Thoughtcloud US

Product and UX/UI Design Intern | Austin, TX | June 2023-August 2023

- o Conceptualized and **developed 4 new product features** for 3 different use cases, and user stories using business insights.
- o Created an **information architecture (IA)** and several **prototypes** to visualize product enhancements and user journeys.
- o **Design Systems:** Established a comprehensive design system to ensure interface and experience consistency, with documentation.
- o Crafted visually appealing **developer-ready screens** and aligned **visual design** with the company's **brand identity**.
- o Facilitated **developer handoff** with detailed user stories, edge cases, and developer notes.

iDesign.Market

Product Design Intern | Reno, NV | November 2021-May 2022

- o Collaborated with the CTO and founder/CEO directly for **user experience (UX) research and design** for SAAS web apps.
- o Translated business inputs into **user flows, wireframes, and low, medium, and high-fidelity mock-ups**.
- o Led insight extraction **from in-person interviews** using **mixed-methods UX research** techniques.
- o Completed **usability testing** with end users - interior designers, contractors, and homeowners.
- o Assisted the front-end development team with **responsive HTML and CSS** code, and detailed developer notes.

Dyson

Service Engineer – Customer Experience | New Delhi, India | March 2019-August 2021

- o Spearheaded a Design Team of **10** tasked with enhancing virtual customer experience (CX) during COVID lockdowns.
- o Conducted research with stakeholders, collaborated with cross-functional teams on beta testing, and optimized value to customers, increasing NPS by 10%.
- o Designed an **operational workflow blueprint** for the refurbishment facility, increasing output by **32.5%**.
- o Led **pilot testing** for troubleshooting a Particulate Matter Sensor error on an air purifier model resulting in a reduction of **\$243 per unit** in replacement cost. Led a project for data maintenance, tracking, and logistics of standby units **boosting NPS by 10%**.

- o 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.

SKILLS

- o **Research:** User Research, Interviewing, Usability Testing, UX Accessibility Auditing
- o **Product Design:** UX Research, User Interface Design, Visual Design, Interaction Design, Information Architecture Design, Rapid Prototyping, Wireframing, Product Sketching, Design to Development Handoff, UX Writing
- o **Design Tools:** Figma, Sketch, Adobe XD, Balsamiq, Framer, WAVE, ANDI, WCAG EM Reporting Tool, AXE Web Tool
- o **Data Analytics:** Excel, Python, and Tableau for data-informed design and business decisions
- o **Product Management:** Product Management (agile/scrum), JIRA
- o **Web Development:** Proficient in HTML5, CSS3, and JavaScript

ACADEMIC PROJECTS

LastMinute Events App | *January 2023-May 2023*

- o A UX research and design case study for a community-based application connecting buyers and sellers of last-minute event tickets.

Circular Mushroom Log Harvester | *August 2022-December 2022*

- o Product Design project for a "Circular Mushroom Log Harvester" to harvest synthetic log-grown shiitake mushrooms **12 times quicker** and **cut labor expenses by 90%**