

MADHAV VARMA | UX DESIGNER AND RESEARCHER

Austin, TX, United States, 78703 • (512) 586-1292 • madhav18897@utexas.edu • [LinkedIn](#) • [Portfolio Link](#)

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**.
- Carried out **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, using my knowledge of HTML, CSS, and JavaScript.
- **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 a refurbishment facility which **increased the refurbishing target from 660 to 875 machines**.
- **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 |