

MADHAV VARMA

Product Design • UX Design and Research • Service Design

Education

Masters of Science in Information Science (Human Computer Interaction Specialization) at The University of Texas at Austin, TX, USA

Aug 2022-Present

- Relavant Courses : Information Architecture and Design, and Idea to Product.

Bachelor of Technology(Electronics and Communications Engineering) at Bharati Vidyapeeth's College of Engineering New Delhi, India

Aug 2015-May 2019

Work Experience

Product Design Intern at iDesign.Market, India

Nov 2021-May 2022

- Worked with the CTO and CEO directly on UXR/D for SAAS tools and marketing websites.
- Translated business inputs into user flows, wireframes and low fidelity mock-ups.
- Validated ideas for the product's design by doing user research in the form of in-person interviews.
- Worked in an agile environment and implemented changes to the UI 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.

Service Engineer at Dyson, India

Mar 2019-Aug 2021

- Carried out installation,demonstration,inspection and lead generation of all Dyson products pan India.
- Spearheaded 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.
- 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 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.
- Trained the 3rd party workforce for the second phase of refurbishment.
- 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.
- 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

Personal Information

- Austin, Texas, USA
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- <https://www.linkedin.com/in/madhav-varma/>
- <https://madhav18897.github.io/MVPortfolio.github.io/>
- <https://www.youtube.com/user/madhav09>

Skills

UX, Design and Creative Skills

- UX Research
- Wireframing
- Visual Design
- Rapid Prototyping
- UI Design
- Video Editing using Adobe Premiere Pro
- Adobe Illustrator

Web Development/Developer Handoff

- HTML
- CSS
- Javascript

Business Skills

- MS Office Suite
- Strategy
- Leadership
- Customer Experience

Languages

- English
- Hindi

Ongoing Projects at UT Austin

- Digital Dashboard Design Project for Whole Communities Whole Health (WCWH), a UT initiative.
- Product Design Project for an Automated Mushroom Farm, seeking to reduce wastage.

Other Relevant Projects

- Worked on a prototyping project for a Shape Shifting Robotic Mannequin and with a startup-BodyCast Innovations in 2018.
- Completed an in-house training in Android App development in 2017 in my engineering undergrad.
- Own and operate my own YouTube channel for guitar and vocal covers with over 100,000 views and 250+ subscribers.