

# MADHAV VARMA

Graduate Student at The University of Texas at Austin (Fall 2022)

Masters of Science in Information Studies with Human Computer Interaction (HCI) Specialization

## Work Experience

### Nov 2021-May 2022 • Product Design Intern at iDesign.Market, India

- Worked with the CTO and CEO directly on UX/R/D for SaaS tools and marketing websites.
- Translation of business inputs into user flows, wireframes and low fidelity mock-ups.
- 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.
- Visual design process for High Fidelity mock-ups.
- Developer Handoff and UI reviews for screens produced by the development team.

### Mar 2019-Aug 2021 • Service Engineer at Dyson India

- Installation, demonstration, inspection and lead generation of all Dyson products pan India.
- **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.**
- Ensured a seamless lead conversion process through meticulous documentation resulting in 50% lead conversion.
- **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.**
- **Awards and Recognitions:**

#### Pioneering Award



X1

for the virtual platform design project in 2021.

2021.

#### Employee of the Quarter



X3

for exemplary performance in the North Region.

Q1 2020, Q1 2021, Q2 2021.

#### Employee of the Month



X4

for exemplary performance in the North Region.

Dec 2019, Oct 2020, Apr 2021, Jun 2021.

## Education

### Aug 2022-Present • MSIS (HCI Track) at University of Texas at Austin, TX, USA

- Graduate student for Fall 2022 Term.

### Aug 2015-May 2019 • B.Tech(ECE) at BVCOE, GGSIPU, New Delhi, India

- CGPA of 7.84/10.
- Did internships in Android Development(2017) and Electronics and Robotics Prototyping(2018).

## Personal Information

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- <https://www.linkedin.com/in/madhav-varma/>
- <https://madhav18897.github.io/MVPortfolio.github.io/>

## Skills

### • UX, Design and Creative Skills

- UX Research ● ● ● ● ●
- Wireframing ● ● ● ● ●
- Visual Design ● ● ● ● ●
- 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 ● ● ● ● ●

### • Communication Skills (in English)

- Written ● ● ● ● ●
- Verbal ● ● ● ● ●

## Hobbies and Interests

- ✖ **Music Production:** I am proficient at playing the guitar, singing, recording and editing. I post covers of English and Hindi songs on my [YouTube channel](#).

<https://www.youtube.com/user/madhavv09>

- ✖ **Soccer:** I enjoy playing soccer and I have represented my house team in high school and my department team in undergrad.

- ✖ **Fitness:** I am a strength training enthusiast. I love lifting weights and doing calisthenics. For cardio I like to bike and swim.