

MADHAV VARMA | PRODUCT DESIGNER

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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

- Coursework: 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 web applications and the company's marketing website.
- Translated business inputs into **user flows, wireframes, and low, medium, and high-fidelity mock-ups**.
- Lead **primary research** in the form of in-person interviews.
- Extracted insights from interviews using UX research methodologies like card sorting and affinity mapping.
- Executed **developer handoff** and UI reviews for screens produced by the development team.
- Assisted the front-end development team with responsive HTML and CSS code.
- Completed **Usability Testing** with end users - interior designers, contractors, and homeowners.

Service Engineer – Customer Experience

Mar 2019 – Aug 2021

Dyson – New Delhi, India

- **Spearheaded** a Design Team of **10** to design the virtual background for enhancing customer interaction during pandemic-induced lockdowns.
- Conducted research with stakeholders involved: demo experts, Dyson clients, and company leadership.
- Collaborated and led **beta testing** with internal teams and handheld the clients through pilot testing to optimize the impact. This helped boost the Net Promoter Score (NPS) by **10%**.
- Ensured a seamless **lead conversion** process through meticulous documentation resulting in **50%** lead conversion.
- Designed an **operational workflow blueprint** for the refurbishment facility, increasing output by **32.5%**.
- 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 to build strong product demonstration and presentation skills.
- Led a project for data maintenance, tracking, and logistics of standby units **boosting NPS by 10%**.
- 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.

ACADEMIC PROJECTS

[Whole Communities Whole Health \(WCWH\) App](#)

Aug 2022 – Dec 2022

- Redesigned the existing app by revamping its information architecture while preserving core functionalities.

[Circular Mushroom Log Harvester](#)

Aug 2022 – Dec 2022

- A physical 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

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| • User Research | • Wireframing |
| • User Interface Design, Visual Design, and Interaction Design using Figma | • Product Sketching |
| • Information Architecture Design | • Usability Testing |
| • Rapid Prototyping | • Responsive Web Development using HTML, CSS, and JavaScript (JS) |
| • Accessibility in UX | • Design to Development Handoff |