MADHAV VARMA | PRODUCT DESIGNER, RESEARCHER

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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, Data Storytelling, Visual Design, UX and Product Management
- **3rd Place** at UXPA UT Austin Designathon 2023
- **GPA:** 4.00

Bachelor of Technology in Electronics and Communications Engineering   **Aug 2015 – May 2019**
Bharati Vidyapeeth's College of Engineering- New Delhi, India

SKILLS

- **Research:** User Research, Interviewing, Usability Testing, UX Accessibility Auditing
- **Design:** User Interface Design using Figma, Visual Design, Interaction Design, Information Architecture Design, Rapid Prototyping, Wireframing, Product Sketching, Design to Development Handoff
- **Programming:** Responsive Web Development using HTML/CSS/JavaScript (JS)
- **Data Analytics:** Excel, Python, Tableau

PROFESSIONAL EXPERIENCE

Graduate Teaching Assistant   **Sept 2023 – Present**
UT McCombs School of Business – Austin, TX, United States
- **Teaching 50+ students** how to research and come up with critical solutions to address financial crises.
- Using **data storytelling techniques to create weekly infographics** for students to better absorb **economics and finance concepts.**

Product and UX/UI Design Intern   **June 2023 – August 2023**
Thoughtcloud US – Reno, NV, United States
- Leveraged business insights to conceptualize and develop **4 new product features**, with 3 different personas/user cases.
- Created prototypes to visualize product enhancements and user journeys.
- Established a comprehensive **design system** to maintain consistency in the user interface and experience.
- Crafted visually appealing developer-ready screens that aligned with the company's brand identity.
- Facilitated **developer handoff** by providing detailed user stories, edge cases, and comprehensive developer notes.

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 apps and the marketing website.
- Translated business inputs into **user flows, wireframes, and low, medium, and high-fidelity mock-ups**.
- Led insight extraction **from in-person interviews** using **mixed-methods UX research** techniques.
- Completed **usability testing** with end users - interior designers, contractors, and homeowners.
- Assisted the front-end development team with responsive HTML and CSS code, and detailed developer notes.

Service Engineer – Customer Experience   **Mar 2019 – Aug 2021**
Dyson – New Delhi, India
- **Spearheaded** a Design Team of **10** tasked with enhancing virtual customer experience (CX) during COVID lockdowns.
- Conducted research with stakeholders like sales 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, boosting Net Promoter Score (NPS) by **10%**.
- Designed an **operational workflow blueprint** for the refurbishment facility, increasing output by **32.5%.**
- Led **pilot testing** for rectifying 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%**.
- 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

LastMinute Events App   **Jan 2023 – May 2023**
- A Case study for a community-based application that seeks to connect buyers and sellers of last-minute event tickets.

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%.