MADHAV VARMA | PRODUCT DESIGNER, RESEARCHER

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EDUCATION

M.S. 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
- **Design Tools:** Figma, Sketch, Adobe XD, InVision, Expertise in low-fidelity and high-fidelity prototyping
- **Data Analysis Tools:** Excel, Python, and Tableau for data-informed design and business decisions
- **User Testing:** Experience in usability testing, A/B testing, and user feedback analysis
- **Responsive Web Development:** Proficient in HTML, CSS, and JavaScript

PROFESSIONAL EXPERIENCE

Graduate Teaching Assistant	**Sept 2023 – Present**

UT McCombs School of Business – Austin, TX, United States
- Instructed **50+ students** in research and critical problem-solving for financial crises.
- Utilized data storytelling techniques to create weekly infographics, enhancing students' understanding of economics and finance concepts.

Product and UX/UI Design Intern	**June 2023 – August 2023**

Thoughtcloud US – Reno, NV, United States
- Conceptualized and **developed 4 new product features** for 3 different user personas using business insights.
- Created an **information architecture (IA)** and several **prototypes** to visualize product enhancements and user journeys.
- **Design Systems:** Established a comprehensive design system to ensure interface and experience consistency.
- Crafted visually appealing developer-ready screens aligned with the company's brand identity.
- Facilitated **developer handoff** with detailed user stories, edge cases, and 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 brand's 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, collaborated on beta testing, and optimized impact, increasing NPS by 10%
- Designed an **operational workflow blueprint** for the refurbishment facility, increasing output by **32.5%.**
- Led **pilot testing** for troubleshooting 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 connecting buyers and sellers of last-minute event tickets.

Circular Mushroom Log Harvester	**Aug 2022 – Dec 2022**

- Designed a "Circular Mushroom Log Harvester" to harvest synthetic log-grown shiitake mushrooms **12 times quicker** and **cut labor expenses by 90%**