

MADHAV VARMA

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PROFESSIONAL EXPERIENCE

Knowbility

UX Designer (Accessibility)

November 2024-Present

- Designed accessibility-first webpages using a design system focused on typography, color theory, and inclusive design, delivering a responsive, user-centered interface with consistent branding.
- Developed a landing page on Kirby CMS, a no-code platform, applying accessibility best practices achieving 100% WCAG 2.2 AA compliance.

Dick's Sporting Goods

Product Designer (Growth)

June 2024-November 2024

- Partnered with cross-functional growth team, including Product, Engineering, and QA teams, to design, develop, and launch 5 new features, leveraging user research to boost GameChanger's topline revenue. Met all KPIs for the product launch.
- Spearheaded end-to-end development of the Community Pass feature, optimizing the UX across 20+ mobile and tablet screens for a seamless user experience.
- Optimized the Community Pass feature through user interviews and A/B testing, including a painted door experiment, to analyze critical user paths in Kubit. The feature is projected to increase revenue per rostered player by 3.2 to 5.5 times, while also identifying conversion and drop-off rates.
- Delivered developer-ready iOS/Android mockups to increase Shared Streaming feature participation by 20%, adding 1.5 million additional live video streams to the platform.
- Designed key UI elements, defined success criteria, and conducted two usability tests to optimize critical entry points for the film analysis feature, projected to increase engagement with GameChanger's volleyball product by 25%.
- Audited and re-designed 20+ web components in GameChanger's design system, improving UI consistency across 50+ screens and streamlining collaboration between designers and developers.
- Conducted research surveys across 3 user subsets using Looker queries and developed actionable recommendations from the quantitative analysis of 200+ responses to drive feature improvements.
- Independently designed the iOS Whiteboard Playbook feature, winning Best Overall and Best Basketball Hack among 50+ participants.

Dell Medical School

Lead UX Researcher and Designer

January 2024-May 2024

- Spearheaded the development of a clinical decision support system (CDSS) to enhance patient nutrition education and RDN decision-making, by leveraging behavior change theory and tailored diagnoses.
- Led UX research, and user-centered design. Completed 5 interviews and conducted competitive analysis, design, and prototyping as the sole designer, earning the Dean's Choice Award for a human-centered capstone project.

Thoughtcloud

Product Design Intern

June 2023-August 2023

- Designed and integrated 4 product features into workflows, optimizing the information architecture and delivering 10+ developer-ready prototypes that enhanced findability and boosted click-through rate by 15%.
- Aligned visual design with the company's brand identity and facilitated seamless developer handoff with 20+ user stories and 10+ edge cases.

iDesign.Market

Product Designer

November 2021-May 2022

- Collaborated with the CTO and CEO to design 2 enterprise SaaS and 1 CRM product, defining 30+ user flows and developing wireframes and prototypes, positioning the product to capture a share of the \$690M Total Addressable Market (TAM).
- Led the end-to-end UX/UI design project, including primary research and usability testing with 15+ interior designers, contractors, and homeowners, leveraging insights to make design iterations that improved user satisfaction (CSAT) scores and validated design decisions.

Dyson

Service Engineer Customer Experience (CX)

March 2019-August 2021

- Designed an operational workflow blueprint for the refurbishment facility, increasing output by 32.5%. Provided necessary technical support.
- Led a Human-Centered Design Engineering team of 10 to design interactive product and service demos to enhance virtual customer experience (CX) during COVID lockdowns to meet customer needs virtually. Conducted research and collaborated with cross-functional teams to test operational workflows.
- Defined customer journeys and service design blueprints to enhance customer success and service pipelines, resulting in a 10% increase in NPS. Validated the experience against acceptance criteria.
- Led incident response for troubleshooting a hardware (Particulate Matter Sensor) error on an air purifier model, resulting in a \$243 per unit replacement cost reduction. Led a project for data maintenance, statistics, tracking, and logistics of standby units, boosting NPS by 10%.
- Won 'Pioneering Award' for Service Design for virtual CX and won 'Employee of the Quarter' and 'Employee of the Month' multiple times.

SKILLS

Skills: Qualitative User Research, Quantitative User Research, Interviewing, Usability Testing, A/B Testing, Accessibility Auditing, UX Research, UX/UI Design, Visual Design, Interaction Design, Information Architecture, Typography, Graphic Design, Rapid Prototyping, Wireframing, Product Sketching, Developer Handoff, Front-End Web App Development, UX Writing, Product Management (Agile/Scrum), Project Management, Go-to-Market Strategy, Market Research. Effective communication **Tools:** Figma, Sketch, Balsamiq, Framer, Webflow, Miro, Photoshop, Illustrator, Premiere Pro, After Effects, WAVE, ANDI, WCAG EM Reporting Tool, AXE, HTML5, CSS3, JavaScript, React, GitHub/Git Version Control, jQuery, Python, HotJar, Power BI, Tableau, SQL Database Management, JIRA, Microsoft Office-Excel, PowerPoint.

EDUCATION

M.S. in Information Science | University of Texas at Austin | HCI and Product Management | August 2022-May 2024

- GPA: 4.0
- 2024 Dean's Choice Award

B. Tech in Electronics & Communications Engineering | Guru Gobind Singh Indraprastha University | August 2015-May 2019