

MADHAV VARMA

Human-centered **Product Designer with 4+ years of experience** designing scalable, accessible, and intuitive digital products across the product lifecycle.



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Freelance Product Designer

August 2021-Present

- Clients Served: iDesign.Market, Eval360Research, CollegeConnected USA, VisionFulfill Digital Consulting USA.



November 2024-Present

Knowbility

Product Designer

- Designed webpages for Knowbility's new website.
- Designed an accessibility-first design system in Figma by standardizing typography, color contrast, and interactive components, ensuring consistency and compliance with WCAG guidelines.
- Implemented accessible web development practices by optimizing semantic HTML, ARIA landmarks, and keyboard navigation while developing webpages on the Kirby Content Management System (CMS) from Figma designs, achieving 100% WCAG 2.2 AA compliance and improving usability for diverse user needs.



June 2024-November 2024

Dick's Sporting Goods-GameChanger

Product Designer

- 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 top-line revenue while meeting all the KPIs for 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 by creating user scenarios to analyze workflows and guide feature optimizations.
- Optimized the Community Pass feature through user interviews and A/B testing, including a painted door experiment, to analyze critical user paths in Kubit, projected to increase revenue per rostered player by 3.2x to 5.5x while identifying conversion and drop-off rates.
- Audited and re-designed 20+ web components in GameChanger's design system in Figma, improving web design and UI consistency across 50+ screens and streamlining collaboration between designers and developers.
- Conducted surveys across three user subsets using Looker data queries, managed Braze campaign performance, and analyzed 200+ responses to develop actionable recommendations, while delivering developer-ready iOS/Android screens in Figma to increase Shared Streaming feature participation by 20% (adding 1.5 million live video streams) and optimizing critical entry points for the film analysis feature, projected to boost engagement with GameChanger's volleyball product by 25%.



January 2024-May 2024

Dell Medical School at the University of Texas at Austin

Lead Product Designer and Researcher

- 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.
- Applied human-centered design methodologies to prototype CDSS features in Figma, ensuring an intuitive and user-centered experience for nutritionists and patients.
- 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.



June 2023-August 2023

Thoughtcloud

Product Designer

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



iDesign.Market

Product Designer

- Collaborated with the CTO and CEO to design 2 enterprise SaaS and 1 CRM product, defined 30+ user flows according to user requirements, and developed wireframes and prototypes, positioning the product and business strategy 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.
- Developed and maintained a scalable design system in Figma to ensure consistency across the 2 enterprise SaaS products and 1 CRM, streamlining collaboration with developers and accelerating the handoff process.



March 2019-August 2021

Dyson

Service Design Engineer–Customer Experience (CX)

- Designed an operational workflow blueprint, with technical support for the refurbishment facility, increasing output by 32.5%.
- Led a Human-Centered Design Engineering team of 10 to design interactive product and service demos that enhanced virtual customer experience (CX) during COVID lockdowns by conducting research, collaborating with cross-functional teams to test operational workflows, and refining customer journeys and touchpoints using user feedback.
- 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 Particulate Matter Sensor error on an air purifier model, resulting in a \$243 per unit replacement cost reduction.
- Led data maintenance, statistics, tracking, and logistics of standby units, reducing TAT and boosting NPS by 10%.

Skills

Qualitative and 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, Content Creation, Video Editing, Prototyping, Wireframing, Front-End Web App Development, UX Writing, Product Management (Agile/Scrum), Project Management, Go-to-Market Strategy, Market Research, Data Science and Analytics.

Tools

Figma, Sketch, Balsamiq, Framer, Webflow, Miro, Adobe Creative Suite–Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects, DaVinci Resolve, WAVE, ANDI, WCAG-EM Reporting Tool, AXE, Hotjar, Power BI, Tableau, Airtable, SQL, JIRA, Microsoft Office (Excel, PowerPoint, Word).

Coding Languages

HTML5, CSS3, JavaScript, React, GitHub/Git Version Control, jQuery, Python, Python Libraries–Numpy, Pandas, Matplotlib

Awards

- **Dick’s Sporting Goods (GameChanger):** Won Best Overall and Best Basketball Hack among 50+ participants Independently designed the iOS Whiteboard Playbook feature.
- **Dyson:** Won ‘Pioneering Award’ for Service Design for virtual CX and won ‘Employee of the Quarter’ and ‘Employee of the Month’ multiple times.
- **University of Texas at Austin:** 2024 Dean’s Choice Award for Capstone Project.

Education

M.S. in Information Science – Human-Computer Interaction and Product Management

University of Texas at Austin

- GPA: 4.00

B. Tech in Electronics & Communications Engineering

Guru Gobind Singh Indraprastha University, Delhi

Leadership Qualities

Decision-Making Capability, Effective Communication, Team Collaboration & Presentation Skills, Humility, Accountability, Empathy.

Spoken Languages

- English (Native)
- Hindi(Native)
- Punjabi (Limited)