

# MADHAV VARMA

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



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## Freelance Product Designer

August 2021-Present

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

- Revamped CollegeConnected USA's website, delivering a high-performing platform enhancing UX and engagement.
- Designed a project and inventory management tool for iDesign.Market, improving efficiency for contractors.
- Led the website redesign for VisionFulfill Digital Consulting, focusing on enhancing usability, accessibility, and brand consistency.
- Designed and developed a Tableau dashboard for Eval360Research to map blood testing demand across India, enabling data-driven decision-making for healthcare accessibility.
- Improved user experience by identifying gaps and implementing data-driven design solutions, enhancing customer satisfaction and platform efficiency.



Knowbility

November 2024-Present

## Product Designer

- Designed web pages for Knowbility's new website to ensure a seamless user experience and the highest accessibility standards.
- Created 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, optimizing semantic HTML, ARIA landmarks, and keyboard navigation while developing webpages on the Kirby CMS from Figma designs, achieving 100% WCAG 2.2 AA compliance and improving usability for diverse user needs.



Dick's Sporting Goods-GameChanger

June 2024-Novemner 2024

## 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 by creating user scenarios to analyze workflows and guide feature optimizations, ensuring 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, identifying conversion and drop-off rates, projected to increase revenue per rostered player by 3.2x to 5.5x.
- Delivered developer-ready iOS/Android screens in Figma to increase Shared Streaming feature participation by 20%, adding 1.5 million streams.
- 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%.



Dell Medical School

Dell Medical School at the University of Texas at Austin

January 2024-May 2024

## Lead Product Designer and Researcher

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



Thoughtcloud

June 2023-August 2023

## 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, which helped facilitate seamless developer handoff for 20+ user stories and 10+ edge cases.



## 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.

## dyson Dyson

March 2019-August 2021

### 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 using user feedback to refine business critical customer journeys and touchpoints.
- Defined customer journeys and service design blueprints to enhance customer success and optimize service pipelines, validating the experience against acceptance criteria and increasing NPS by 10%.
- 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 integrity, analysis, tracking, and logistics of standby units, reducing turnaround time (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, Marketing Campaign Development, 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, Braze, 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

- **Focus Areas**: Human-Computer Interaction (HCI) and Product Management
- **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)