

# MADHAV VARMA

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## PROFESSIONAL SUMMARY

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Product designer seeking full-time UX/Product Designer and Researcher roles starting May 2024.

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## EDUCATION

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### University of Texas, School of Information | Austin, TX

#### **Master of Science in Information Studies | Expected Graduation: May 2024**

- o Current GPA: 4.0
- o Relevant Coursework: Information Architecture Design, Idea to Product, Human-Computer Interaction, Usability, Accessible UX, Data Storytelling, Visual Design, UX and Product Management
- o **3<sup>rd</sup> Place** at UXPA UT Austin Designathon 2023
- o **Graduate Teaching Assistantships:** Fall 2023: McCombs School of Business; Spring 2024: College of Natural Sciences

### Bharati Vidyapeeth, College of Engineering | New Delhi, India

#### **Bachelor of Technology in Electronics and Communications Engineering | Graduated: May 2019**

- o Overall GPA: 3.3
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## EXPERIENCE

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### Burgermaster Lab, Dell Medical School

#### **UX Researcher and Designer | Austin, TX | January 2024-present**

- o Working with a team of clinical researchers on developing a **clinical decision support system (CDSS)** to assist dietitians in providing high-quality nutrition education to patients. Responsible for **end-to-end UX research** and delivering the **prototype**.

### Thoughtcloud US

#### **Product and UX/UI Design Intern | Reno, NV(Remote) | June 2023-August 2023**

- o Conceptualized and **developed 4 new product features** for 3 different use cases, and user stories using business insights.
- o Created an **information architecture (IA)** and several **prototypes** to visualize product enhancements and user journeys.
- o **Design Systems:** Established a comprehensive design system to ensure interface and experience consistency, with documentation for developers.
- o Crafted visually appealing **developer-ready screens** and aligned **visual design** with the company's **brand identity**.
- o Facilitated **developer handoff** with detailed user stories, edge cases, and developer notes.

### iDesign.Market

#### **Product Design Intern | New Delhi, India | November 2021-May 2022**

- o Collaborated directly with the CTO and founder/CEO for **user experience (UX) research and design** for SAAS web apps.
- o Translated business inputs into **user flows, wireframes, and low, medium, and high-fidelity mock-ups**.
- o Led insight extraction **from in-person interviews** using **mixed-methods UX research** techniques.
- o Completed **usability testing** with end users - interior designers, contractors, and homeowners.
- o Assisted the front-end development team with **responsive HTML and CSS** code, and detailed developer documentation.

### Dyson

#### **Service Engineer – Customer Experience | March 2019-August 2021**

- o Spearheaded a Design Team of **10** to enhance virtual customer experience (CX) during COVID lockdowns.
- o Conducted research with stakeholders, collaborated with cross-functional teams on beta testing, and optimized value to customers, increasing NPS by 10%.
- o Designed an **operational workflow blueprint** for the refurbishment facility, increasing output by **32.5%**.
- o 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%**.
- o 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.

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## SKILLS

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- o **Research:** User Research, Interviewing, Usability Testing, UX Accessibility Auditing
  - o **Product Design:** UX Research, User Interface Design, Visual Design, Interaction Design, Information Architecture Design, Rapid Prototyping, Wireframing, Product Sketching, Design to Development Handoff, UX Writing
  - o **Design Tools:** Figma, Sketch, Adobe XD, Balsamiq, Framer, WAVE, ANDI, WCAG EM Reporting Tool, AXE Web Tool
  - o **Data Analytics:** Excel, Python, and Tableau for data-informed design and business decisions
  - o **Product Management:** Product Management (agile/scrum), JIRA
  - o **Web Development:** Proficient in HTML5, CSS3, and JavaScript
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## ACADEMIC PROJECTS

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### **LastMinute Events App** | *January 2023-May 2023*

- o A **UX research and design case study for a community-based ticketing application** connecting buyers and sellers of last-minute event tickets.

### **Walt Disney World Usability Case Study** | *January 2023-May 2023*

- o Analysis of **Disney World's website from a usability standpoint**, containing a report with insights from 6 usability tests.

### **Circular Mushroom Log Harvester** | *August 2022-December 2022*

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

### **UT WCWH Hornsense App Redesign** | *August 2022-December 2022*

- o A UX/UI case study done for my Information Architecture Class, working closely with **WCWH, a UT Health research initiative**, focused on marginalized communities.