

Vivek Arun

UX Design Lead | Design Strategist | Team Leader

Currently leading the UX team at ABB's global centre for machine and factory automation. With more than 10 years of experience in the design industry, I've had the privilege of designing products for companies like ABB, adidas, American Express, IBM, and Microsoft.

WORK EXPERIENCE

ABB - UX Global Strategist & Lead

DEC 2023 - PRESENT (HYBRID, AUSTRIA)

UX discipline

- Leading UX strategy and processes at ABB's global center for machine and factory automation.

AI interventions

- Internally: Leading the UX team in introducing AI interventions to scale and enhance the efficiency of UX research and design.
- Externally: Designing AI-driven interventions embedded in our software that empower engineers of all experience levels with predictive, context-aware insights across our platforms.

Team leadership

- Mentoring and guiding a small team of UX designers to implement and execute the right UX practices. Helped scale up the team from scratch to a design team of currently 5 members.

Future vision for next generation software

- Spearheading the user experience design for our next-generation software platform, focusing on creating intuitive interfaces and seamless interactions.

adidas - Senior Product Designer

MAY 2022 - NOV 2023 (VIENNA, AUSTRIA)

adiClub (adidas membership programme)

- Designed and proposed gamified UX concepts for adiClub aimed at increasing membership engagement by an estimated 15 - 20%.
- Improved the user experience of the adidas membership program (adiClub) on the sports app, reducing user inquiries by approximately 20%.

Accessibility

- Led the accessibility initiative by bringing together a cross-functional team of 8 members and guiding them to adopt best practices, aiming to make the most accessible sports app.

Microsoft - Designer 2

APRIL 2020 - MARCH 2022 (BANGALORE, INDIA)

Microsoft Teams

- Part of the team that improved the Microsoft Teams search experience, testing new designs with users and helping them find information approximately 5 seconds faster on average.
- Diversity, Inclusion & Belonging champ at Studio 91.

Microsoft Edge

- Enhanced the Autofill experience, improved password management and payment features, ultimately increasing the number of users saving passwords in Edge by almost 30%, aiming to make it the most trusted browser.
- Helped improve the developer experience of submitting extensions for Edge, thereby increasing the number of extensions submitted to the Edge store.
- Volunteered to take on the acc champ role and contributed to reducing the number of bugs raised around accessibility issues.

IBM - Senior Experience Designer

AUGUST 2016 - MARCH 2020 (BANGALORE & MUMBAI, INDIA / HULL, ENGLAND)

ARCO, United Kingdom (onsite project at Hull, England)

- Worked as part of the IBM team in the UK, that developed the B2B/B2C e-commerce website for ARCO - experts in safety gear who have gained global recognition for supplying protective equipment.

YONO app by SBI (onsite project at Mumbai, India)

- Part of the UI/UX team that developed YONO app and website (by SBI), launched on the 24th of November 2017. Conducted multiple Design Thinking workshops as an IBM certified Design Thinking Practitioner at client location.

Graphic Artist & Art Director

GOLDFISH CREATIVES & TALK MAGAZINE | JUNE 2012 - NOV 2013, BANGALORE, INDIA

Worked across print and digital media, creating visual communication and editorial illustrations for clients in industries such as banking, real estate, and entertainment.



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EDUCATION

MIT Institute of Design

Post Graduate Diploma in Graphic Design
JULY 2014 - JULY 2016, PUNE, INDIA

Zee Institute of Creative Art

Diploma in Graphic Design
JANUARY 2013 - JULY 2013. BANGALORE, INDIA

Presidency College

Bachelor of Commerce
JUNE 2008 - MAY 2011, BANGALORE, INDIA

AWARDS

Microsoft Global Hackathon
2021 Challenge Winner

Microsoft Connected Communities
Engagement Lead 2021

IBM Manager's Choice Award
2017 & 2018

Semifinalist at Adobe Design
Achievement Awards
2016

Best Logo Design award by ZICA
2013

Best Keyboardist in India nomination by
Rolling Stone Metal Awards, India
2012

Runner up for the Best Pianist in India,
conducted by Music As A Means
2010

CERTIFICATIONS

Certificate with Top 10% Course Taker
distinction in "User Research - Methods
and Best Practices"
IDF - 2018

Certificate in "Design for Augmented &
Virtual Reality" & "The Practical Guide to
Usability"
IDF - 2018

IBM Design Thinking Practitioner &
Enterprise Design Thinking Co-Creator
2017 & 2018