

Vivek Arun

Senior Product Designer | UX Design | Interaction Design
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PROFESSIONAL SUMMARY

UX Design Lead with 10+ years of experience shaping products at ABB, adidas, Microsoft, and IBM. Currently leading UX at ABB's global center for machine and factory automation, embedding intelligent, context-aware interventions into software used by engineers worldwide. I bridge the gap between emerging AI capabilities and human-centered design, building and mentoring a UX team that delivers measurable impact at scale.

CORE SKILLS

UX Strategy & Leadership | AI-driven UX Interventions | User Research | Product Design | Interaction Design | Accessibility | Design Thinking | Prototyping | Team Mentoring | Cross-functional Collaboration

WORK EXPERIENCE

UX Global Strategist & Lead | ABB | Dec 2023 – Present | Hybrid, Austria

- Leading UX strategy and processes at ABB's global center for machine and factory automation.
- Internally leading the UX team in introducing AI interventions to scale and enhance the efficiency of UX research and design.
- Leading the initiative of designing AI-driven interventions embedded in software that empower engineers of all experience levels with predictive, context-aware insights across platforms.
- Mentoring and guiding a team of UX designers; helped scale the team from scratch to 5 members.
- Spearheading the user experience design for a next-generation software platform, focusing on intuitive interfaces and seamless interactions.

Senior Product Designer | adidas | May 2022 – Nov 2023 | Vienna, Austria

- 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%.
- 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.

Designer 2 | Microsoft | April 2020 – March 2022 | Bangalore, India

- Improved the Microsoft Teams search experience by testing new designs with users, helping them find information approximately 5 seconds faster on average.
- Enhanced the Autofill experience in Microsoft Edge, improved password management and payment features, increasing the number of users saving passwords in Edge by almost 30%.
- Helped improve the developer experience of submitting extensions for Edge, increasing the number of extensions submitted to the Edge store.
- Volunteered as Accessibility Champion and contributed to reducing accessibility-related bugs.
- Winner of the Microsoft Global Hackathon 2021 Challenge. Served as Microsoft Connected Communities Engagement Lead 2021.
- Served as Diversity, Inclusion & Belonging champion at Studio 91.

Senior Experience Designer | IBM | August 2016 – March 2020 | Bangalore & Mumbai, India / 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 with global recognition for supplying protective equipment.
- Part of the UX team that developed the YONO app and website by SBI, launched November 24, 2017.
- Conducted multiple Design Thinking workshops as an IBM certified Design Thinking Practitioner at client locations.
- Recipient of the IBM Manager's Choice Award in 2017 and 2018.

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 banking, real estate, and entertainment industries.

AWARDS & RECOGNITION

- Microsoft Global Hackathon 2021 – Challenge Winner
- Microsoft Connected Communities – Engagement Lead, 2021
- IBM Manager's Choice Award – 2017 & 2018
- Semifinalist – Adobe Design Achievement Awards, 2016
- Best Logo Design – ZICA, 2013
- Best Keyboardist in India – Rolling Stone Metal Awards (Nomination), 2012
- Runner-up, Best Pianist in India – Music As A Means, 2010

CERTIFICATIONS

- User Research – Methods and Best Practices (Top 10% Course Taker) – Interaction Design Foundation, 2018
- Design for Augmented & Virtual Reality – Interaction Design Foundation, 2018
- The Practical Guide to Usability – Interaction Design Foundation, 2018
- IBM Design Thinking Practitioner – 2017
- IBM Enterprise Design Thinking Co-Creator – 2018

EDUCATION

Post Graduate Diploma in Graphic Design – MIT Institute of Design, Pune, India (July 2014 – July 2016)

Diploma in Graphic Design – Zee Institute of Creative Art, Bangalore, India (January 2013 – July 2013)

Bachelor of Commerce – Presidency College, Bangalore, India (June 2008 – May 2011)