

Vaibhav Vardhan

Lead UX Designer · Hyderabad, India

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Professional Summary

Lead UX Designer with 10+ years specializing in complex enterprise product design across SaaS, EdTech, and design consultancy. Expert in high-volume, workflow-heavy environments—aligning user needs, business constraints, and engineering realities. Own design end-to-end, from strategy to delivery, including stakeholder management and cross-functional collaboration. German B1 certified (Goethe-Zertifikat), targeting B2 by Dec. 2026. Based in Hyderabad, India; open to relocating to Germany.

Professional Experience

Lead UX Designer (Sr. UX Designer II) – ADP

Dec 2022 – Present · 3 years 6 months

- Lead UX on site for service modernization architecting the human-centric experience for voice-based customer support at scale. 1,100+ associates across two business units managing 20,000 daily calls via Salesforce Service Cloud.
- Led end-to-end design of new features, from customer discovery through contextual interviews and usability testing, increasing task success from 73% to 86% and reducing errors by 35%.
- Collaborated with product and engineering teams to align design strategy with operational constraints to achieve incremental improvements in a high-velocity environment.
- Led modernization of an internal portal for 10,000+ associates, architecting mission-critical workflows for travel requests, leave management, and leadership analytics dashboards.

UX Lead & Founding Designer—Newton Classrooms

Jan 2019 – Nov 2022 · 3 years 11 months | ERP software for schools

- Led UX strategy & end-to-end delivery for Newton Classrooms ERP from ideation to first paying clients.
- Launched the platform during COVID-19 to enable online learning for 15,000+ students aged 6-16.
- Developed attendance reports feature that increased student attendance in online classes by 22%.
- Managed stakeholder relationships with school administrators. Led product design hiring and coached junior designers.

Senior UX Designer – Huddl.ai

May 2018 – Dec 2018 · 8 months | AI-based video conferencing tool

- Led end-to-end product redesign on iOS, macOS, and tvOS delivering a complete cross-device experience across 8 sprints in less than 4 months.
- Set up weekly UX alignment meetings with product and engineering, reducing handoff churn and recovering 5 story points of capacity each sprint.

UX Designer — UXReactor (Design Consultancy)

Apr 2016 – May 2018 · 2 years 1 month

- Co-designed Storage-i, a smart storage system, was awarded Best Visitor Experience at Gitex 2017, a global competition with over 130 entries. Designed visuals, interactive prototypes and investor decks.
- Co-led design of B2C and B2B MVPs for Tekion, a cloud platform for car dealerships. Designed workflows for car service tracking, parts inventory, and service advisor tools. Played a key role in onboarding their first client, Infiniti.

Education

Bachelor of Technology — Electronics and Instrumentation Engineering

JNTUH, India · 2015 | Entspricht 3j, A4 · H+ (University fully recognised)

UX Design Apprenticeship

UXReactor Design Academy · Aug 2015 - Mar 2016

Skills

Design & Strategy: UX Strategy, End-to-End Product Design, Information Architecture, Interaction Design, Design Systems, Service Design, UX Writing

Research & Methods: User Research, Usability Testing, Stakeholder Interviews, Journey Mapping, Heuristic Evaluation, Contextual Inquiry.

Tools: Figma, Sketch, Miro, Salesforce Service Cloud.

Leadership: Stakeholder Management, Cross-Functional Collaboration, Hiring & Mentoring, Design Ops, and Design Critique.

Languages

English — Professional Fluency

German — Limited Professional Fluency | Goethe-Zertifikat B1 · Targeting B2 by Dec 2026

Awards & Recognitions

Special Jury Award — Social Innovation Design Challenge, UX India 2019

Top 1% Mentor Globally — ADPList, March & April 2022 · adplist.org/mentors/vaibhav-wardhan