

# VINOD ABRAHAM

Head of UX | UX & AI Product Strategist | Design Leader

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UX Leader and Design Strategist with 20+ years of experience shaping enterprise products and digital experiences, transforming complexity into intuitive, meaningful experiences. I've built and scaled UX practices, design teams, and design systems across global organizations, driving user-centered transformation across complex, legacy-driven platforms and enterprise ecosystems. With a strong ability to connect business, technology, and human needs, I turn challenges into scalable design strategies and measurable outcomes — including increasing user adoption from under 50% to 98% across critical enterprise systems.

## IMPACT AT A GLANCE

|                                                           |                                               |                                                         |                                                          |                                                             |
|-----------------------------------------------------------|-----------------------------------------------|---------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------------|
| <b>₹6 Cr</b><br>unbilled profit from a zero-budget UX CoE | <b>80%</b><br>higher sale conversion at Quikr | <b>2 wks → 20 min</b><br>to prepare a project quotation | <b>20%</b><br>less dev effort via reusable UX frameworks | <b>3 months</b><br>Bluehost DevCloud, initiative to release |
|-----------------------------------------------------------|-----------------------------------------------|---------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------------|

## CORE SKILLS

|                                         |                                                                                                                                                                     |
|-----------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Strategy &amp; Leadership</b>        | UX Strategy, Product Strategy, Experience Architecture, Product Discovery, UX Governance, Design Leadership, Team Building, Mentoring, Stakeholder Management       |
| <b>AI &amp; Intelligent Experiences</b> | Agentic AI, AI Product Design, Generative AI, Intelligent Recommendations, AI Dashboards, Decision Support, Task Automation, AI-assisted Workflows                  |
| <b>Research &amp; Validation</b>        | User Research, Contextual Inquiry, Interviews, Personas, Journey Mapping, Task Analysis, Usability Testing, Heuristic Evaluation, A/B Testing, Product Analytics    |
| <b>Design</b>                           | Information Architecture, Interaction Design, Wireframing, Prototyping, Design Systems, Design Principles, Pattern Libraries, UI Design, Responsive & Mobile Design |
| <b>Tools &amp; Technical</b>            | Figma, Adobe XD, Sketch, Axure, InVision, Principle, Abstract, Adobe Creative Suite, HTML, CSS, Claude / Claude Code                                                |

## PROFESSIONAL EXPERIENCE

**Head, UX Practices / Solution Architect – UX** Mar 2018 – Present

**Eurofins IT Solutions India** · Enterprise applications for a global testing and laboratory group

- **Built the UX Centre of Excellence from inception** with zero initial budget: recruitment, mentoring, capability building, demand forecasting and delivery. By year-end it had generated ₹6 Cr in unbilled profit and retained ₹60 Lakh after expenses.
- **Turned UX into an organisational capability.** Set up UX principles, a design system and governance used across 10+ programs of 5–8 projects each, and UX practices across the 20 apps in the eLIMS NG suite.
- **Created the Seed Project**, a set of reusable design frameworks and custom components shared across programs, cutting development effort by about 20%.
- **Redesigned UX estimation** so a quotation takes 20 minutes instead of 2 weeks, and an extension quote about 10 minutes. Refocused an information and decision workflow so decisions take under 1 minute.
- **Lead UX strategy and experience architecture** for complex enterprise applications including GMA, LIMS Agro, CPT, E-Clinical, Invoicing and SLTH. Run contextual research, stakeholder workshops and usability validation with users across Europe.
- **Designed agentic AI experiences:** a knowledge-discovery tool for published documents, research and white papers, and AI-powered action dashboards that surface tasks needing attention and move them toward execution and automation.

**Lead UX Designer, R&D / New Programming Lab** Jan 2016 – Mar 2018

**Endurance International / Directi** · Hosting and cloud services (Bluehost, BigRock)

- **Took Bluehost DevCloud from initiative to production in ~3 months** through rapid UX definition, prototyping and close work with product and engineering.

- **Led UX for Customer Center**, the rebuild of BigRock's two-decade-old OrderBox control panel. With no analytics available, drove research through ~30 customer calls, 6 support-staff sessions and a competitor review. Introduced a single-page architecture, one-step renewal and separate Simple/Advanced DNS, validated with 50+ users. Renewal conversion improved and support contact rate dropped significantly.
- **Led UX and product strategy for new R&D programs**, validating directions through desk research, focus groups, personas, usability and A/B tests. Mentored designers and ran research → prototype → validate → build cycles.

## UIX Designer

Jun 2015 – Jan 2016

**Quikr** · E-commerce and classifieds

- **Improved sale conversion by 80% and new-feature visibility by 200%** through platform-wide UX improvements, measured with event-based product analytics and behavioural signals.
- Designed the first iteration of Quikr Services, helped establish the Rental platform as a new business opportunity, and independently led the Quikr website facelift.
- Led design for Quikr Horizontal and Quikr Classic across redesign, adaptive mobile, mobile-lite and low-end devices; also led the Garage Sale vertical.

## EARLIER CAREER

### UI/UX Lead

Oct 2013 – Jun 2015

**Rare Mile Technologies**

- Led web and mobile products from concept to production across UX, IA, interaction and visual design; led creative direction and R&D pitches with clients.
- Put a new UX process in place for how products were researched, designed and delivered.
- Built, mentored and managed the design team.

### UI/UX Design Engineer

Oct 2011 – Sep 2013

**Embitel Technology**

- Delivered UX, interaction design, creative direction and brand web experiences for large client engagements.
- Contributed to the UI/UX design of next-generation in-vehicle infotainment systems and digital cluster displays, working on emerging automotive technologies before such systems were widely available in India.

### UI/UX Design Engineer

Jun 2007 – Jan 2011

**Brain Touch**

- Designed UI/UX for web applications, plus brand identity, logos, icons and print communication.

## SELECTED PRODUCT & AI INNOVATION

- **ROS — Retail Operating System:** a product ecosystem for restaurants, QSR, resorts and store fronts spanning POS, kitchen display, customer display, owner console, payment journeys and POS integration.
- **ROS Experience Cloud:** an AI-powered digital signage platform connecting business systems to screens, with content, campaigns, scheduling, analytics and intelligent optimisation.
- **ANMARA Tunnel:** secure remote support and AI-assisted troubleshooting for distributed hardware fleets.
- **vinodux.com:** portfolio featuring "Ask Vinod's portfolio", a Claude-powered assistant grounded in my CV, plus privacy-first analytics with heat maps and a webcam eye-tracking research lab. Built with AI-assisted development and live on Azure.

## EDUCATION

**Master of Computer Applications (MCA)** · ICFAI National College, Dehradun

2005 – 2007

**Bachelor of Computer Applications (BCA)** · SNS Rajalakshmi College of Arts and Science, Coimbatore

2002 – 2005

**Diploma in Multimedia** · INFOGNANA, Coimbatore

2006 – 2007