Rahul Lindberg Sen

PRODUCT & EXPERIENCE DESIGN LEADER

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OVERVIEW

Product and experience design leader with 15+ years building digital products, teams and organisations at Volvo Cars, Spotify and Nike/R/GA. Working across product, brand and technology—from scale-up and hypergrowth to corporate ventures and transformation. Player-coach in moments of growth, ambiguity and change.

- Led 15–20 designers, including managers, in a 200+ engineer Volvo Cars organisation.
- Volvo Cars App customer-care cases later fell 60% YoY following the turnaround.
- Mobile App MAU grew from by over 50% during his tenure, shaping strong foundations while enabling the transition toward electrification.
- Shaped the Spotify Premium subscriber acquisition to retention funnel pre-IPO, helping set the foundations for what drives its business.

PROFESSIONAL EXPERIENCE

Dec 2025–Present
Stockholm

Volvo Cars

Principal Experience Architect

Connect customer value, experience intent and platform constraints before development to improve product investment decisions.

• Established cross-functional Experience Definitions for Premium Experiences and Convenience Modes, turning ambiguity into decision-ready direction and aligning technical implications and organisational ownership.

Sep 2021–Oct 2025
Stockholm

Volvo Cars Mobile App

Head of UX (Director)

Led the global app turnaround and build a UX organisation, starting from quality repair to setting a new vision for the “Volvo for Life”

• Shifted quality response toward architecture, governance, dogfooding and measurable loops; app-related customer-care cases later fell 60% YoY.

• Established UX foundations for App 6.0, its largest redesign in 4+ years. Owned Mobile Experience & Platform, External Developer Experience and briefly the Volvo On Demand sunset.

• Led the operating model across Design and Commercial, hiring, development and career progression, with rituals supporting team health, alignment and delivery.

Oct 2018–Aug 2021
Stockholm

Volvo Cars Innovation Arena

Head of UX

Led design in Volvo’s multidisciplinary incubator across Safety, Security, Convenience and Mobility.

• Used pilots, prototypes and evidence to clarify investment opportunities, reduce risk and decide when ventures should progress, change or stop.

PROFESSIONAL EXPERIENCE (CONTD)

May 2014–Oct 2018
Stockholm

Spotify

UX Manager, Premium Growth / Revenue

Built and led Premium UX through hypergrowth and IPO, while Spotify Premium grew from approximately 10M to 87M subscribers.

• Led awareness, purchase and retention across mobile, desktop and web. Grew design from ~3 to ~15 across Stockholm and New York, building leadership and supporting experimentation.

• Helped integrate product design, growth experimentation and campaign language into a coherent product and brand experience.

2015 / ~6 months

Spotify

UX Lead, Spotify Running

Built “Run to the Beat”: music matched runners’ target cadence and chosen genres to help maintain pace. Attracted 1M+ active runners from other apps. Later sunset as priorities shifted; the concept has returned in new forms.

2011–2014
New York, USA

R/GA New York

Experience Design Director

Helped consolidate Nike’s 30+ campaign microsites into shared Nike.com experience and brand architecture.

• Led multidisciplinary experience design across Nike Basketball, Football and Running, and the Nike+ FuelBand web platform connecting physical product, personal data and community.

2009–2011
Stockholm

Ergonomidesign / Veryday

User Experience Designer

Designed digital and physical healthcare and technology experiences for GE Healthcare, Maquet, Roche, Huawei and Microsoft.

• Selected work: experience definition for the successor to Maquet’s Servo-i ICU ventilator, and Spotify for Windows Phone with Microsoft.

GLOBAL IMPACT

International design work across Sweden, USA, India, France and Germany.

SKILLS

Product & experience strategy · Design organisation leadership · Experience architecture · Discovery & experimentation · Product quality & governance · Brand & product integration · Building with/for AI

EDUCATION

MA Interaction Design · Umeå Institute of Design · 2006–2009

BA Interior Architecture · CEPT University, Ahmedabad · 1998–2003