Rahul Lindberg Sen

PRODUCT & EXPERIENCE DESIGN LEADER

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PROFILE

I've spent 15+ years building successful products and teams at Volvo Cars, Spotify and R/GA for Nike. I develop managers, set design direction alongside product and engineering leadership, and work alongside teams when needed. I am exploring agentic AI workflows to improve how teams can make better products.

SELECTED IMPACT

VOLVO CARS / PRODUCT TURNAROUND

Led Volvo Cars app UX across 50+ markets. Managed three design managers and 15–18 designers within a mobile organisation of 200+ engineers. App Store rating rose from 1.9 to 4.7, monthly active users grew 50% from 1.6M to 2.4M, and app-related care cases fell 60% year over year.

SPOTIFY / ORGANISATIONAL LEADERSHIP

Grew the Premium design team from 3 to 15 across Stockholm and New York, managing two design managers and developing future leaders. Created a framework spanning acquisition to retention.

VOLVO INNOVATION ARENA / STRATEGIC DISCOVERY

Built a discovery practice using research, prototypes and pilots to help teams decide which future mobility ideas to advance, reshape or stop before further investment.

EXPERIENCE

Dec 2025–Present

VOLVO CARS

Principal Experience Architect

Translate customer needs and platform constraints into cross-functional experience briefs, design direction and clear ownership before teams commit to development.

Defined shared criteria for premium digital experiences and wrote the Convenience Modes brief. Use AI-supported competitor benchmarking to identify product gaps and inform the software roadmap.

Sep 2021–Oct 2025

VOLVO CARS · MOBILE APP

Head of UX (Director)

Inherited a quality crisis in the Volvo Cars app and set a new direction for the app under the "Volvo for Life" vision, making it an extension of the car and the brand. Built the mobile platform organisation from scratch and led UX across Mobile Experience, Platform and External Developer Experience.

Set up quality governance, dogfooding and product quality OKRs so teams could test releases together and track progress. Established the UX foundations for App 6.0, the app's largest redesign in more than four years. Owned hiring and career development for Mobile UX and introduced shared planning and design reviews across Design and Commercial.

Oct 2018–Aug 2021

VOLVO CARS · INNOVATION ARENA

Head of UX

Led design for a multidisciplinary product incubator spanning electrification, safety and sustainable mobility. Managed a team of 3–5 designers and led hiring and career development.

Helped bring the Product Labs playbook into Innovation Arena's operating model. Used research, prototypes and pilots to help teams decide which products and business models to advance, reshape or stop before investing further.

May 2014–Oct 2018

SPOTIFY

UX Manager, Premium Growth / Revenue

Led product and brand design for Spotify Premium across acquisition, purchase and retention through the IPO. Premium subscribers grew from approximately 10M to 87M company-wide during this period.

Grew the design team from 3 to 15 across Stockholm and New York, developing future managers and leading two design managers. Created Relationship Sauce, a framework for the subscriber journey.

UX Lead, Spotify Running (2015). Led the feature from concept to launch in about six months. "Run to the Beat" matched music to runners' target cadence and preferred genres. The feature attracted more than 1 million active runners.

2011–2014

R/GA · NEW YORK

Experience Design Director

Managed three designers and led experience work for Nike across commerce, brand and connected products.

Helped consolidate 30+ Nike microsites into Nike.com. Led UX for the Nike+ FuelBand web platform connecting activity data, community and commerce, alongside work across Nike Basketball, American Football and Running.

2009–2011

ERGONOMIDESIGN / VERYDAY

User Experience Designer

Designed physical and digital products across healthcare and technology for clients including GE Healthcare, Maquet (Getinge), Roche, Huawei and Microsoft.

Spent 12 months embedded at Maquet on the successor to its Servo-i ICU ventilator; also designed Spotify for Windows Phone with Microsoft.

BEYOND WORK

Design Matters Conference · Board Member & Co-Host · 2019–Present

Selected speaking

IxD Bauhaus (2010) - comparing minimalist product design trends to the Bauhaus movement
Relationship Sauce (2015) - bringing dating & relationship best practices to product design
The End Is the Beginning (2017) - embracing failure and learning in product development
Superheroes, or Villains? (2022) - taking a critical look at design superpowers and risks
Inclusive Design in Action podcast (2023) - diversity & inclusion and how they shape product

EDUCATION

MA Interaction Design / Umeå Institute of Design (2006–2009).
BA Interior Architecture / CEPT University, Ahmedabad (1998–2003).