🤴Marco (Design Strategist/Lead | Mercedes Benz OTR)

Craft

Vivek is an experienced designer with a strategic mind who knows what ingredients are needed to create a successful service or product. Vivek cares about users, their challenges and the tasks they want to accomplish. He is aware that a good product needs a solid product strategy/vision as a foundation to have the greatest impact on users and the business. He is familiar with methodical principles such as Design Thinking, Lean UX and knows how to make best use of these toolkits. In our internal team sessions Vivek showed that he has a product thinking mindset and wants in best case scenarios to start projects the right way. But at OTR this is sometimes not possible. What does this mean? Well OTR became a huge account and some people/teams are only focussing on their domain specific needs (high delivery pressure) and losing the bird's eye perspective on how OTR has to grow along strategic goals/product vision. Viveks cares about these topics and has the aspiration to leave a footprint which is great!

Cultivation

Team play is a lot of fun with Vivek. He jumps in for his team and proactively takes action when help is needed. It doesn't matter if he has to deal with small-scale and sometimes "annoying" tasks. He recognizes if someone is stuck, offers help and solves challenges in a very collaborative way. Vivek's open manner and interest in people made it very easy for him to have a good start within the first weeks being part of OTR.

Client Impact

Vivek knows what it means to be a good consultant. In conversations with people from the team and PO's he listens carefully and gets an understanding of what the conversation is actually about. In discussions, he lets others finish, responds empathetically to what is being said, and contributes his own ideas. In doing so, he is not afraid to "fight" for his ideas, even if others have a different opinion. In this regard,

he has no reservations when he participates in discussions and making sure, that we are focussing on topics that make OTR a better service.

👸Grey Dickon | Design Lead ESS

Vivek supports the team I lead and is part of our Research and Design team at ESS and Next Gen. I think Vivek did well when he.... Supported team 4 through the early stages of discovery and inception. Providing the context and support required to enable product designers to take ownership of their work.

👸Rohit (TW Design Lead India)

So Vivek is an amazing addition to the HYDesign team. Also, on a wider view of Hyderabad as a community, he is soon becoming one person to rely on for community events. One i've always wanted.

I worked with Vivek closely on the biggest event for a long time in Hyderabad, the Global Service JAM (GSJ). His work here was seen in terms of getting people together, taking initiatives for the event, incredible out-of-the-box ideas. He does not hold back to generate ideas, looks like he has them stored at a cold storage ready to be used.

What really surprised me is he taking a team in the GSJ with a fellow designer and he got invested in them so much that he made it a point to deliver some amazing lessons for the team as well and to personally learn from the team. He started guiding the team, that was a surprise for me. Amazing!

I feel Vivek is very under utilized for this work and ideas.

Vivek needs to penetrate the community and the topics he's strong in and take new initiatives. He is capable of it and needs more time management for this.

I would love to see him head/lead the HYDesign team in coming years!
I mean it as he has what it takes to do it.

👸Anja (BA/Experience Designer)

I am an XD, but was asked to join OTR on an interim basis as a BA in December 2022. I joined ChangAn, a newly formed delivery team, as Anchor BA in Jan 2023. Vivek has been XD for at least two OTR delivery teams, and would be the XD for ChangAn, too.

Feedback on design critique

When I joined, the team was still in a forming phase. Design questions were raised and discussed in elaboration sessions, which put Vivek under a lot of pressure to “deliver” designs ad hoc. He communicated that with the team and proposed changes to the process, which put him in a more empowered position to work on design approaches that needed more thought as his time - which had to be split between various teams - would allow. Minor design decisions were still made during elaboration, which helped the team to proceed. So, it was a win win for the whole team. Nevertheless, Vivek acknowledged that his limited time caused a bottleneck situation in the team, and he agreed that I would support him and the team with design work. Vivek and I found Ways of Working where we could have ad hoc design sessions to work on design matters together and became each other’s “quality gate” and brainstorming partners. In that, Vivek was very focussed and quickly grasped the context he was sometimes missing due to his limited availability in the team.

Quality of work & programme level design initiatives

OTR is under high delivery pressure, which often means that XD's are strongly advised to find low effort design solutions. Also, the scope is very volatile. New context might

come in on an ad hoc basis, and have substantial influence on existing user flows. It is challenging to manage both time and scope creep, and it often meant to make decisions that lead to a UX that is not what Vivek would like it to be. But his consciousness of the necessity to step back from idealism, and come up with realistic design solutions speaks of his experience to put the product's deliverability first, but still advocate for UX improvements for OTR's users. He manages to strike that balance well.

Vivek has lots of ideas to be more value-, product- and user-centered in OTR and is very passionate about those ideas. He shared them with me and the other XD's on the account. Unfortunately, I wasn't a close member of the XD team back then, so I don't know which of his ideas have been realized so far.
For example, I joined a team session recently, where Vivek shared a proposal on how to improve design delivery at OTR with the XD's, and took ownership to drive this topic further. He also participates in a trial phase with Team ChangAn where design work is tracked on a JIRA board, to create more transparency towards the XD team's tasks for all OTR teams.

All the best Vivek.

🤴**Poorva** (**Service Designer**)

I worked with Vivek for an internal DE Market initiative for Deepali. The focus of the work was mainly to plan, conduct & present design research findings to the key stakeholder along with opportunities.

Vivek brings in a very positive, can do attitude to the project, which helps in boosting the team morale. He successfully completed various activities needed for the project. Such as creating the research analysis structure, template for taking notes etc. He is also very confident while talking to some senior CPs & asks the right questions and probing for uncovering the root cause of a certain pain point. His feedback on the discussion guide content was very valuable.

Vivek and I have interacted on another occasion when we were bringing in cross disciplined team from MB together to bring in transparency and shared knowledge. Vivek actively participated in all the pre -work sessions and represented his work stream in the final workshop. His presence and sharing of work was very insightful to other workshop participants as well as the program

I wish Vivek all the best and wish to work together in future!

👸Paul (Experience Designer)

Vivek and I are a part of the XD team at Mercedes Benz (OTR).

- He provides UX support for multiple teams within OTR.

- He is reliable and takes care of the works he signs up for

- Has taken up initiatives and primarily driving to make teams collaborate better. As of now different teams have different practices and that has been a big challenge while working on cross domain topics. Also making sure the XD work is more transparent across the teams.

- Takes time for feedback from teams for the deliverables or the recommendations provided.

👸Proy (Experience Designer)

Vivek is good at voicing opinions and ideas. Vivek is always proactive, motivated. He participate to develop ideas and solutions very well. He is a good sparring member in the team. I appreciated his honestly and straightforward communication. Although, he has a solid knowledge in UX, he is also very open to listen and participation of others.

Vivek is good at bring ideas to the team. He has alot of vision for the design work and contribute actively in design discussion. I see alot of improvement in the last weeks but it was quite hard on the team itself to push it to happen.
At the end, good work was delivered.

👸Divya (XD)

Vivek you are an energy bomb! Hydesign is so glad to have you in our team. I am super happy and glad I get to work with you on the HDSJ initiative. Your ideas, thoughts, suggestions are always to the point and I see the best outcome too.
The environment is always alive around you. One observation is you can break the ice with anyone so easily which is a very good quality in a consultant. Please keep up the good work and looking forwrd to work with you on more initiatives.

Thanks and regards,
Divya Bitra

Based on the time I worked with Vivek in OTR in the Design team the past months, I can provide the following feedback:

- He quickly jumped in for other designers when needed

- He provides UX support for multiple teams on the account

- He reliably takes care of the work he signed up for

- He is contributing to a more accessible user experience in OTR (by exploring best practices with other MB design teams)

- He can sufficiently work with distributed teams

- He proactively pushes for change where he sees it to be necessary

👸Ana (Visual Designer)

Vivek is a great team member at OTR. He is always open to talk and discuss new ideas and has great perspectives to add.

He is not afraid of sharing his thoughts and he does it in a very respectful and productive way. Vivek is an experienced designer that brings a lot of empathy to his assignments and is a very good team player. He knows when to take iniciative to challenge the current status (this applies for working processes as well as to design assignments).

I hope we will have the chance to work closer together vanishing the distance between India and Germany even more. I wish you a lot of success for your current performance cycle and can't wait to see how your journey will develop. Well done Vivek and count on me!

He is become very active at office level activities as well. Not only as a designer but as a typical thoughtworker.

Keep up the good work!

👸Alexander James | Product Owner Team 4 (Assessments)

> Discovery and Inception + early development of MvP I think vivek did well when he .. Put together the wireframes and user flow that supported our MvP solution I think Vivek could add more value if he .. Continue to investigate additional user research techniques If I could give Vivek one piece of advice for

the future it would be... Keep doing what you are doing, you were a pleasure to work with

👸Clemence Lhoste | Product Owner (Team 6 - Staff & Admin)

ContentContext : NG Team 6, Collaboration on discovery and inception I think vivek did well when he .. Well organised activities for the team, clear framework for elements of discovery and inception that required user research. He understands well how user research works and is able to communicate easily to the team ways of working.

👸Kelsey Lyon | Product Designer/Design Pair (Team 4 | Assessments)

ContentContext : We worked together closely as designers. Connecting daily and pairing. I think Vivek did well when he .. You were a great person to work with. Very easy communication. You were good about constantly moving things forward to see progress with the project. Always had the user in mind with your designs. Wireframes and research very strong. I think Vivek could add more value if he .. You are a strong designer, maybe learn more about responsive layouts. If I could give Vivek one piece of advice for the future it would be... Don't get too stressed or accept that developers are more important. Push back. Remember to have some fun and play around with your designs.

🤴Nikhileswar (Experince Designer)

Hello Vivek,

We mostly collaborated on community events

Vivek is an enthusiast and get along with people very well.

He has a very effective way of story telling while presenting something. that will keep the audience engaged throughout. Also the thinking process during the prep was also to keep things simple and what needed the most.

His contributions were immense during Hyderabad Design Service Jam, He was meticulous in planning, Kicked off the jam with super interactive fun session, He also mentored a team during the jam and gave inputs where ever needed and put the team in right direction. We could see the results during the final presentation.

I have worked with Vivek on couple of enagagements- Inception workshop ,Grade change app and Study stream sessions -

- Vivek is an amazing designer with profound knowlege on research and product strategy.
- He is very structured and has a clear thought process, which is a great skill to have as a designer.
- He is very commited to what he do , I enjoyed all our working sessions for the study stream sessions where we paired together, his vision on approaching a problem and coming up with quirky ideas sets him apart.
- He made an impact on me through his innovative ideas and creativity.
- He is doing great work as part of other bets in XD community like design dosthi - which is again an example of his unique strategy approach , this initiative has really helped in fostering a sense of unity and connect among designers in XD community.

He is a great team player and amazing person I would love have more opportunities to work with him in our future collaborations.