

Vishal Thakur

I notice the *small things.*



I design consumer apps and enterprise tools, from the first sketch to the shipped screen. Right now that's **Tata Play SMART**; before that, **Dell's** data protection platform. I started as a front-end developer, so I design things engineers can build, and sometimes I build them myself.

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8+ yrs Designing and building, across consumer and enterprise	Consumer apps Streaming, subscriptions, payments	Enterprise SaaS Data-heavy dashboards, reporting, scheduling	Design systems Tata Play, Dell IDS, IKEA Skapa
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Selected *work*

CASE STUDIES AT VISHALTHAKUR.DEV

01	Tata Play SMART Subscription journey · HFI	Plans built by language, with the price on screen from the first tap.	CONSUMER · 2026
02	Tata Play SMART 5-day free trial · HFI	One offer, three states, across phone, TV and web.	CONSUMER · 2026
03	Dell PPDM Reporting & AI assistant · HFI	Reports 30% faster; suggested fixes applied in one click.	ENTERPRISE
04	Dell Santorini Backup scheduling · HFI	10K+ weekly backups on one visual schedule.	ENTERPRISE
05	IKEA Developer Portal Skapa design system · frog	30+ pages rebuilt; ~30% faster developer activation.	DEV TOOLS · 2022
06	Revisit My own iOS app · solo	Designed and built in SwiftUI, live on the App Store.	SIDE PROJECT · 2026

The *path*

How I *work*

- 2022 - NOW
Senior Product Designer
HFI · Tata Play SMART, Dell
- 2021 - 2022
Product Designer
frog (Capgemini Invent) · IKEA
- 2020 - 2021
Product Designer
Capgemini · Allegis Group
- 2017 - 2020
Frontend Developer
Capgemini · Allegis Group

- 01 Understand
Users, business goals and technical limits, through research and stakeholder talks.
- 02 Explore
Flows, sketches and quick prototypes, to try several directions before picking one.
- 03 Validate
Usability testing and reviews, then iterate on what people actually struggle with.
- 04 Ship
Specs, design-system components and design QA, working side by side with engineers.

B.E. Computer Engineering, Thadomal Shahani · HFI Certified
Usability Analyst · Google UX Design

- Figma
- Framer
- Design systems
- User research
- Claude
- Cursor
- SwiftUI
- HTML · CSS · JS