

Vishal Thakur

Product Designer

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SUMMARY

Product designer with 8+ years across product design and front-end development, working on consumer apps and enterprise SaaS. Currently designing subscription and free-trial journeys for **Tata Play SMART** across mobile, TV and web; before that, reporting and scheduling for **Dell's** data protection platform. Comfortable end-to-end, from research to shipped UI, and close to engineering thanks to a front-end background. Designed and built **Revisit**, an iOS travel app live on the App Store.

EXPERIENCE

Senior Product Designer

Jul 2022 – Present

Human Factors International (HFI), Mumbai, India

Global UX consultancy designing digital products for Fortune 500 companies across North America, Asia and Africa.

Tata Play SMART – App-based TV streaming service (Mobile, Smart TV, Web)

- One of three designers, with two product managers, on the new **subscription journey**, live since October 2026: language-based plans with the **price shown from the first tap**, on mobile and web.
- Designed plan-change cases (pending downgrades, cancellations, lapsed plans) so users see **what changes, and when**, before they pay.
- Moved the Smart TV compatibility check **before payment**, so people with unsupported TVs find out before buying.
- Sole designer on the **5-day free trial** across Android, iOS, Smart TV, web and tablet, delivered in **two weeks** for the November launch campaign.

Dell PowerProtect Data Manager (PPDM) – Enterprise data protection platform

- Led discovery for complex reporting and monitoring workflows, grounded in user pain points and system constraints.
- Streamlined the Reporting module with clearer filters and visuals, **generating reports 30% faster** and driving **25% higher adoption**.
- Ran **10+ usability studies** on Reporting and Anomaly Detection, resolving **15+ issues**.
- Led design of the **AI Assistant integration**: ML-powered recommendations appear in context in each workflow, so admins apply a suggested action in one click instead of configuring it by hand.
- Contributed new UI patterns to **Dell's IDS design system** to improve consistency and speed up development.

Santorini – Next-gen, scale-out version of Dell PPDM

- Led UX for scheduling; helped shape MVP scope by prioritising critical user needs and validating early concepts.
- Designed a visual scheduling interface to **manage 10K+ weekly backups**, reducing conflicts and improving resource planning.

Product Designer

Nov 2021 – Jul 2022

frog Design (Capgemini Invent), Mumbai, India

- Redesigned **IKEA's Developer Portal** with the Skapa design system across **30+ pages**, improving consistency and accessibility.
- Simplified developer onboarding, reducing setup friction and **cutting activation time by ~30%**.
- Ran collaborative sessions with designers, engineers and client stakeholders to align user needs with business and technical requirements.

Product Designer

Aug 2020 – Oct 2021

Capgemini (Client: Allegis Group), Mumbai, India

- Redesigned recruiter dashboards for job requests and tracking, **improving task efficiency by ~25%**.
- Built an internal design system to standardise UI patterns across Allegis tools, improving consistency and reducing development time.

Frontend Developer

Dec 2017 – Jul 2020

Capgemini (Client: Allegis Group), Mumbai, India

- Developed responsive interfaces for Allegis Group's staffing tools using HTML, CSS and JavaScript.
- Improved **interface performance by 30%** and reduced **UI bugs by 40%** through front-end optimisation and layout fixes.

PERSONAL PROJECTS

Revisit – iOS travel app

Feb 2026

Solo project: product design and development

- Designed and built an iOS app for saving the cafés, restaurants and hidden spots found while travelling, organised by city and category.
- Went from concept to **App Store launch in about a month** using SwiftUI, SwiftData and MapKit, with AI coding tools (Claude, Cursor) and no prior Swift experience.
- Added a memory-collage generator and PDF travel-guide export for sharing; no login, all data stays on the device.

Design Companion – AI prototypes for designers

2026

- Built working AI prototypes in Python and Streamlit: layout ideation, UI copy generation with Arabic support, and usability-feedback summaries exported as Jira-style tickets.
- Built Style Studio, which proposes layouts and learns a designer's style from their picks and edits, within design-system guardrails.

EDUCATION

Bachelor of Engineering, Computer Engineering – Thadomal Shahani Engineering College, Mumbai

2014 – 2017

Diploma, Information Technology – S.H.M. Institute of Technology, Mumbai

2011 – 2014

CERTIFICATIONS

HFI Certified Usability Analyst (CUA) – Usability, user research, interaction design, accessibility, heuristic evaluation

Apr 2023

Google UX Design Certificate – Design thinking, user flows, wireframing, prototyping, usability testing

Jul 2021

SKILLS

Design: Product design, UX design, interaction design, visual design, design systems, wireframing, prototyping

Research: User research, usability testing, heuristic evaluation, accessibility (WCAG)

Tools: Figma, Framer, Webflow

Ways of working: End-to-end UX ownership, design QA, Agile, cross-functional collaboration with product and engineering

Development: HTML, CSS, JavaScript; SwiftUI and Python (Streamlit) with AI coding tools

AI tools: Claude, Cursor, Codex, Figma Make, Rork