DHIRENDER THAKUR

Senior Product Designer | AI & Enterprise UX

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PROFESSIONAL SUMMARY

Senior Product/UX Designer with 16+ years of experience designing enterprise applications, SaaS products, dashboards, complex workflows, mobile experiences and design systems. Strong track record in UX strategy, information architecture, interaction design, prototyping, usability evaluation, accessibility and cross-functional collaboration across enterprise, healthcare, learning-platform and consumer-facing products. Currently extending this practice into AI-assisted product design — using ChatGPT, Claude, Google Stitch, Visily and UX Pilot for ideation, rapid prototyping and UX exploration.

CORE COMPETENCIES

Design Systems & Enterprise UX: Design Systems • Component Libraries • Enterprise SaaS • Complex Workflows • Role-Based Experiences • Dashboard UX • Responsive Design • Design QA

Accessibility: WCAG-Based Evaluation • Keyboard Navigation • Focus-State Validation • Skip-Navigation • Contrast Evaluation • Responsive Reflow

Product Design & Prototyping: UX Strategy • User-Centered Design • Interaction Design • Information Architecture • User Flows • Wireframing • Interactive Prototyping • Design Specifications & Developer Handoff

Research & Evaluation: User Research • Stakeholder Interviews • Workflow Analysis • Usability Testing • Heuristic Evaluation • Competitive Analysis

AI-Assisted Design: AI-Assisted UX Design • AI-Assisted Prototyping • Generative AI Workflows • AI Product Concepts • Human-AI Interaction • Vibe Coding & App Development • Custom AI Assistants & Agents • AI Workflow Automation

Tools: Figma • ChatGPT • Claude • Google Stitch • Visily • UX Pilot • Whimsical • Illustrator • Photoshop • InDesign • After Effects • HTML/CSS

SELECTED PRODUCT DESIGN PROJECTS

LMS / ILT Mobile Registration (SumTotal): Redesigned a mobile-first Instructor-Led Training registration flow addressing high dropout and complex rules-based eligibility. Benchmarked against LinkedIn Learning and Coursera; used progressive disclosure to simplify a confusing multi-step registration process.

Branding — Process, QA & Delivery Management (Valma Creations): Defined the design process flow for JLL branding collateral (digital prints, brochures, floor plans) produced by a 7-member team. Owned quality and on-time delivery, reviewing deliverables against JLL's brand guidelines. Set up micro-tracking of designer effort and maintained individual task-hour logs to monitor workload and delivery timelines. Personally designed a select set of deliverables — brochures, drive-time/amenities maps, floor plans and signage — for JLL properties across the US.

Healthcare CRM Dashboard: Enterprise dashboard unifying patients, appointments, labs, pharmacy, referrals, treatments and insurance for hospital and clinic staff. Defined information hierarchy across executive, doctor, lab and pharmacy audiences; built a reusable Figma component system (KPI cards, charts, tables, timeline items) designed to scale to new modules.

Consultant & Payroll Dashboard (Karra Info Systems): Designed a responsive, multi-role dashboard (contracts, invoices, transactions, insurance, payroll summary) for an internal Karra Info Systems product, including full desktop, tablet and mobile layouts with light and dark theme support.

Cricket Team Formation App: Mobile UX for local cricket team creation and onboarding — hybrid player-addition flow (registered via search/import, unregistered via phone number + SMS link), QR-based team joining, and post-tournament performance tracking. Simplified onboarding through progressive disclosure across the team-creation flow.

Social Media Handling (Valma Creations): Managed and designed social media content for Valma Creations across LinkedIn and Instagram, maintaining consistent visual identity, typography and layout across ongoing platform content.

PROFESSIONAL EXPERIENCE

Valma Creations | Client: JLL | UX/UI & Graphic Lead *Oct 2024 – Oct 2025*

- Led a 7-member design team across two workstreams: Valma Creations' own social media presence (LinkedIn, Instagram) and JLL branding collateral (digital prints, brochures, floor plans).
- Defined and owned the design process flow for JLL branding deliverables — from task allocation through review to final client submission.

- Owned quality assurance and on-time delivery for JLL collateral, reviewing deliverables against brand guidelines (typography, spacing, alignment, hierarchy, content accuracy) before submission.
- Set up micro-tracking of individual designer effort and maintained task-hour logs for the JLL workstream to monitor workload and delivery timelines.
- Independently designed and managed Valma Creations' own social media content across LinkedIn and Instagram.
- Improved delivery quality and predictability through structured review, tracking and feedback processes.

Karra Info Systems | Client: Microsoft | Senior Consultant – Design *Feb 2022 – Aug 2023*

- Designed scalable UX patterns and role-based experiences across User, Manager and Admin workflows for enterprise dashboard applications spanning 3 dashboards, 2 countries and 2 modules.
- Partnered with cross-functional teams to translate complex enterprise requirements into information architecture, journey maps and workflows for Account Planning experiences (Account Summary & Planning, Customer Business Landscape, Business Growth Plan, Risk).
- Contributed to design-system guidelines covering layout, spacing, color, typography and reusable components — applying and extending a component system with consistent judgment across enterprise applications.
- Explored alternative design solutions against current-state experiences, documenting improvements and tradeoffs.

Skillsoft | UX/UI Designer Lead *Jun 2015 – Jun 2021*

- Led design-system and UX/UI design activities for LMS and learning experiences as part of a 6-member team, driving accessibility as a core requirement through UX audits, heuristic evaluation and WCAG-based reviews (keyboard navigation, focus states, contrast).
- Designed a mobile-first ILT registration experience handling complex, rules-based eligibility and registration states — translating ambiguous business logic into clear, scalable interaction patterns.
- Partnered with analytics, support-ticket insights, PMs and QA to identify usability gaps grounded in research and quantitative signal, defining iterative improvements to the LMS experience.
- Created information architecture, user journeys, user flows and wireframes for LMS experiences, ensuring consistency and reusability across the broader design system.
- Delivered an LMS project within required timeline (nominated for a Spot Award) and received the Above & Beyond Award for end-to-end product delivery, including planning, resource analysis and team coordination.

EARLIER PROFESSIONAL EXPERIENCE

Virtusa | Sr. UX/UI Designer *Jun 2021 – Nov 2022*

- Improved enterprise applications through research-informed design decisions.
- Identified usability issues and optimized workflows and task efficiency.
- Created prototypes in Figma to validate design improvements.
- Maintained scalable design systems.

Softsol | UI Lead *Jan 2014 – Jun 2015*

- Worked on a commodities trading platform project transitioning a desktop application to a modern web-based solution.
- Designed and refined the UI using HTML5, CSS and Bootstrap to create a cleaner, more accessible, responsive experience for traders.

Bizedge India | Sr. UI Engineer *Apr 2011 – Sep 2013*

- Participated in UX/UI planning discussions, created wireframes and interface designs, and collaborated with the team to incorporate client feedback.

Independent | UX/UI Consultant (Freelancer) *Jan 2010 – Mar 2011*

- Created high-fidelity designs and detailed mobile application mockups, then translated designs into functional HTML web pages and responsive CSS.

Option Matrix | Web Designer *Nov 2006 – Dec 2009*

- Created websites, HTML pages, prototypes, visual assets, banners, Flash animations, HTML emails and newsletter templates for content advertising.

INDEPENDENT PRODUCT DESIGN & AI

The Millet Roti House | Independent Product Concept & MVP *Jul 2026 – Present*

- Defined a subscription-based digital product concept for fresh millet roti delivery, including customer offering, ordering flow and subscription plans.
- Designed the product ecosystem across brand identity, customer journey, ordering experience, pricing and subscription models, and website/app concepts.
- Built a formula-driven pricing and P&L model covering ingredient costs, production yield, packaging, delivery, labor, cost per roti, selling price and profit.
- Used ChatGPT, Google Stitch, AI image generation and AI-assisted research during concept development; currently running a live customer demand survey with apartment/gated-community residents ahead of MVP launch.
- Designed the end-to-end app user flow — mobile OTP login, subscription plan selection, payment confirmation and recurring delivery cycle with renewal — mapped in Whimsical.

KEY ACHIEVEMENTS

- Nominated for a Spot Award at Skillsoft for improving the ILT registration experience and making the user journey smoother and more intuitive.
- Achieved the Above & Beyond Award at Skillsoft for successfully delivering a product end-to-end, including product planning, resource analysis, task allocation, team coordination and progress tracking.
- Appreciated by the JLL client through Valma Creations for redesigning dashboards and visual assets with better clarity, structure and brand consistency.
- Recognized by Karra Info Systems on Microsoft-related projects for redesigning enterprise dashboards that improved usability and overall user experience.
- Played a key role in modernizing a legacy desktop platform into a responsive web experience, making it more accessible and user-friendly.
- Awarded Designer of the Month twice at Option Matrix for exceptional UI/UX solutions.

TRAINING & CERTIFICATIONS

- AI for Business Leaders Bootcamp, Outskill — Prompt Engineering & Gen AI Tools, Vibe Coding & App Development, AI Workflows & Connectors, Custom AI Assistants & Agents, N8N Automation, AI Image & Video Creation | 2026
- AI-Powered Designer Course | 2024
- AI Workshop for Designers | 2024
- AI Tools & Claude Workshop, BE10X | 2026
- PMI Certificate of Participation — Bringing Quantitative Predictability and Visibility (18 PDUs) | 2016

EDUCATION

B.Com – Computer Science | 2005

PROFESSIONAL LINKS

LinkedIn: linkedin.com/in/dhirenderthakur/ **|** **Portfolio:** dhirenderthakur.com