Vishal Mehta

Hands-on Design Leader | Vibe-Coder | Enterprise UX Strategist

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PROFILE

Designer, founder, and storyteller with 25 years of experience. My nonlinear path from software engineer to UX Leader allows me to bridge the gap between technical constraints and human needs. I have led transformations at **Apple**, **Walmart**, and **Intuitive**, pioneered "**vibe-coded**" design, and authored "**Design AI Alchemy**" to help creatives master AI.

CORE COMPETENCIES

- **AI-Augmented Design:** Leveraging generative AI to rapidly "vibe-code" concepts into functional prototypes, reducing iteration cycles and bridging the design-engineering gap.
- **Enterprise Transformation:** Deep experience modernizing mission-critical data-heavy and analytics platforms and legacy systems to improve scalability, operational efficiency, and user adoption.
- **Design Systems & Scale:** Expert in unifying complex workflows across Web, Mobile, and Desktop, ensuring strict adherence to accessible, multi-platform design systems.
- **Current Tools:** Claude, Figma, Keynote, React/HTML/CSS, Xcode, Git, Jira

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PROFESSIONAL EXPERIENCE

UX Design Lead • Apple (Contract via Wipro)   Aug 2024 — Present
- **Rapid Transformation (Terran & Raptor):** Transformed two mission-critical platforms in <2 months using "vibe-coded" principles to unify insights for Engineering & QA.
- **Modernization:** Led UX overhaul of SAP-based legacy apps to improve scalability and ensure strict adherence to the Apple Design System.

UX Design Lead • Walmart   Apr 2022 — Aug 2024
- **AI-Driven Design System:** Architected the "DV Design System," leveraging Gen AI to automate documentation and create accessible data viz palettes.
- **Record Velocity:** Achieved record release for Luminate Insights (<6 months) with zero design debt by guiding the team to consume highly-scalable and configurable Table/Chart components.

Head of Product & Innovation • Ionate   Nov 2020 — Apr 2022
- **Human-Centric AI:** Pioneered human-in-the-loop reviews for AI/ML algorithms, reducing digital transformation cycles to <6 weeks.
- **Strategic Impact:** Positioned Ionate for acquisition and secured seed funding by integrating human-centric design practices with AI/ML capabilities, and brand storytelling.

PROFESSIONAL EXPERIENCE (CONTINUED)

Product Design Lead • Intuitive Surgical   Mar 2020 — Oct 2020
- **Design System Pioneer:** Launched Customer Portal 2.0 adopting the new design system; delivered mobile apps (App Store/Google Play); and used JTBD to ship critical inventory visibility features.

Sr. UX Designer • Apple (Contract via Red Oak)   Aug 2015 — Feb 2020
- **Apple Pay Engineering Platform:** Led UX redesign to address debt; innovated with ML to automate bug reporting from deployment logs.
- **UniBox (Enterprise Approval):** Designed "Delegation" and "Mutual Locking" features for executive workflows, integrated with Calendar & HR systems.

Sr. UX Designer • Seagate Technology   Oct 2014 — Jun 2015
- **Scalable Pattern Library:** Led creation of a centralized design system and live-coded UI templates.

Sr. Design Consultant • Synactive   Apr 2014 — Oct 2014
- **Mobile Innovation:** Redesigned SAP ERP interfaces for mobile devices validated by Fortune clients.

Founding & Engineering Roots   Jan 2000 — Apr 2014
- **Founder, IDYeah Creations (2008-2014):** Led a UX consultancy partnering with Synactive GmbH to modernize SAP workflows for Indian markets, securing clients like Mercedes Benz, and Raymond. Positioned early startups on the investor path — by elevating their product experience and brand story.
- **Software Engineering (2000-2008):** 8+ years building enterprise architecture and software at Amdahl, Synactive, CoreObjects, and Geometric—forming the technical basis for my UX career.

THOUGHT LEADERSHIP & RECOGNITION

- **Author & Speaker:** Design AI Alchemy (eBook), 200+ articles (UX Matters, UX Booth, Bootcamp, Medium), and Invited Speaker at World Usability Congress '25.
- **Judge & Reviewer:** TreeHacks (Stanford), CalHacks (UC Berkeley), IEEE EDUCON, IXCA, and IndiaHCI.
- **Researcher:** Co-authored papers on HCI, AI, Accessibility and Ethics (60+ citations)
- **Community Builder:** Senior Member (IEEE), Professional Member (ACM | SIGCHI | UXPA)

EDUCATION & TRAINING

- **MS, Computer Science** | University of San Francisco | 1999
- **Human-Computer Interaction** | Stanford University | 2012
- **Gamification** | The Wharton School | 2013
- **Accessibility: How to Design for All** | Interaction Design Foundation | 2024