

Work experience

From 2020

**Sr. Product Designer** Current**Visable B2B Marketplace - an Alibaba company, Berlin**

- Owned end-to-end design for high-impact B2B marketplace workflows (2–3M MAU), including RFQ and supplier interaction funnels.
- Redesigned high intent flows including RFQ and supplier interaction journeys, improving activation, adoption, and task success across core marketplace funnels.
- Improved CTR by 15% through hypothesis-driven experimentation and iterative UX optimization aligned with business KPIs.
- Partnered closely with Product Managers, Engineers, and Data teams to define success metrics and align design decisions with business outcomes.
- Contributed to and evolved scalable design patterns and accessibility standards within the company design system.



Darbara Singh

Sr. Product Designer

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2018-2020

**Product Designer****upday - Samsung News App, Berlin**

- Designed and optimized core content discovery and engagement flows for a large scale consumer news platform.
- Collaborated with cross functional stakeholders to align design decisions with editorial, technical, and business priorities.

2016-2018

**UX/ UI Designer****Storehub - Point of Sale, Kuala Lumpur Malaysia**

- Designed end to end experiences for point of sale and merchant management tools across web and tablet platforms.
- Simplified complex operational workflows, reducing friction in daily merchant tasks.

2015-2018

Web & Mobile UX/ UI Designer**Appster - IT Services and Consulting, New Delhi - India**

2014-2015

Web Designer & Front-end**Clavax - IT Services and Consulting, New Delhi - India**

2012-2014

Junior Web & Graphic Designer**Koenig Solutions - Ed-Tech, New Delhi - India**

About me

Senior Product Designer with 8+ years of experience designing complex B2B SaaS and marketplace platforms used by 2–3M MAU. Specialized in improving activation, task success, and cross-device workflows through hypothesis-driven experimentation and scalable design systems.

Experienced in leading 0→1 discovery initiatives and partnering closely with Product, Engineering, and Data teams to deliver measurable business outcomes.

Languages

English - (Professional)

German - (B1 Intermediate)

Panjabi - (Native)

Hindi - (Native)

Recognitions

2019

Adobe Creative Jam, Berlin [2nd Position ↗](#)

BeKnown let you focus on becoming a better self



2018

Hacking Health [Runners up ↗](#)

POC for an early warning system for depression using ML



2018

SmARTer Hackathon Penang [Runners up ↗](#)

Discover some of Penang's best art scenes hand-picked by locals



2017

Selangor Smart City Hackathon [Runners up ↗](#)

Settles payments for tolls and parking via computer vision & ML



Certifications & Education

2021

Facilitating UX Workshop**Nielsen Norman Group - Online**

- Gathering insight across multiple disciplines and roles
- Building a shared vision through outcome oriented facilitation



2021

Design Thinking, Generating Big Ideas**Nielsen Norman Group - Online**

- Translating vision into execution through user research and empathy, defining features from ideation to effective implementation

2011-
2012**ITI - Computer application & programming****Guru Harkrishan industrial training institute - New Delhi**

- The program provided me with advanced knowledge and skills in software design, development and exposed me to the latest tools, technologies.



Case studies

Mobile Growth, Built On Meaningful Engagement

Optimising a native B2B marketplace for cross-device procurement workflows

[Read more ↗](#)[Read more ↗](#)

Designing for High-Intent Actions

A Growth Redesign of the B2B Request for Quotes Funnel

Core Competencies

- Marketplace and Platform UX
- End to End Product Discovery
- User Research & Usability Testing
- Qualitative and Quantitative Insight Synthesis
- Hypothesis Driven Design
- Interaction Design for Complex Workflows
- Design Systems and Scalable Patterns
- Accessibility and Inclusive Design
- Cross Functional Leadership and Stakeholder Alignment
- High Fidelity Prototyping in Figma make & other AI vibe-coding tools such as lovable, windsurf etc.
- Data Informed Decision Making
- Agile Product Development

Other

Recently Read

- Continuous Discovery
- Atomic Habits

Hobbies

- Table tennis
- Retro games