

Work experience

From 2020



Sr. Product Designer Current
Visible 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.

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



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Sr. Product Designer

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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 <ul style="list-style-type: none">Gathering insight across multiple disciplines and rolesBuilding a shared vision through outcome oriented facilitation	
2021	Design Thinking, Generating Big Ideas Nielsen Norman Group - Online <ul style="list-style-type: none">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 <ul style="list-style-type: none">The program provided me with advanced knowledge and skills in software design, development and exposed me to the latest tools, technologies.	

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

Case studies

Mobile Growth, Built On Meaningful Engagement Optimising a native B2B marketplace for cross-device procurement workflows Read more	Designing for High-Intent Actions A Growth Redesign of the B2B Request for Quotes Funnel Read more
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