



Darbara Singh

Sr. Product Designer

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About me

Berlin-based Senior Product Designer with 8+ years of experience building data-driven, intuitive, and accessible products. Proven in leading 0-to-1 initiatives through product discovery and tight collaboration with product and engineering, including the use of AI-enabled design and prototyping workflows.

I started my career when Dreamweaver was a thing and front-end development was referred to “slicing .psd file”. Creating a rounded corner button meant to be an achievement badge, then CSS3 border-radius spoiled us.

Expertise

UX strategy, product discovery, data-informed decision-making and AI-enabled designing

Languages

English, German(B1),
Panjabi, Hindi

Work experience

From 2020

Sr. Product Designer Current

Visable B2B Marketplace - an Alibaba company, Berlin



- Led the design of multiple B2B products(2–3M MAU) from concept to launch, including conducting user research, data analysis and iterating based on users feedback.
- Building proof of concepts using vibe coding - Ai tools such as lovable, figma make, windsurf etc.
- Collaborating with development teams to ensure design specifications were implemented accurately.

2018-2020

Product Designer

upday - Samsung News App, Berlin



- Created and maintained design documentation, including user flows, wireframes, and prototypes
- Contributed to the development of the company's design system and processes

2016-2018

UX/ UI Designer

Storehub - Point of Sale, Kuala Lumpur Malaysia



- Contributed to improvements in activation, adoption and task success across key product flows post-launch
- Partnered closely with engineering teams throughout delivery to ensure high-quality implementation of design systems, interaction patterns, and accessibility standards

Recognitions

2019

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

BeKnown let you focus on becoming a better self



2018

Hacking Health[Runners up](#)

Machine learning to develop an early warning system for depression.



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



Education & certifications

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[Read more](#)

Optimising a native B2B marketplace for cross-device procurement workflows

Designing for High-Intent Actions[Read more](#)

A Growth Redesign of the B2B Request for Quotes Funnel