

Namrata Singh

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Principal Product Designer / Staff Product Designer

Principal Product Designer with 13+ years of experience driving product strategy, AI-powered innovation, and digital transformation across Enterprise AI, Enterprise SaaS, B2B Platforms, Healthcare, and Consumer Products. Specialised in building 0 -> 1 products, leading cross-functional discovery, and translating complex business challenges into scalable enterprise experiences. Known for partnering with Product, Engineering, AI, Data Science, and executive stakeholders to align business goals with user needs, influence strategic roadmaps, and deliver products that improve operational efficiency, regulatory compliance, engineering productivity, and customer outcomes. Passionate about responsible AI, systems thinking, and designing that create user experience-rich products that add measurable business value.

At GSK, the leading designer for AI-powered investigation, inspection readiness, quality, laboratory, and data workflows, including work that reduced investigation timelines from 3 to 6 months to 1 to 2 months.

WORK EXPERIENCE

GSK

Feb 2025 - Present

Principal Product Designer • Full-time

- Lead end-to-end product design for AI-powered healthcare, clinical research, laboratory, quality, and enterprise workflows in a regulated pharmaceutical environment.
- Partner with Product Managers, AI Product Managers, AI Engineers, Data Scientists, Engineering, quality leaders, and global stakeholders to define product strategy, research priorities, AI opportunities, and experience direction.
- Conduct discovery interviews, stakeholder workshops, business process analysis, and workflow mapping to identify user pain points and opportunities across complex quality and laboratory processes.
- Designed AI-assisted investigation workflows that reduced investigation timelines from 3–6 months to 1–2 months, translating complex operational requirements into usable enterprise experiences.
- Contributed to enterprise AI and data initiatives.
- Designed experiences for quality and compliance-oriented workflows, including complex information architecture, gap detection, data visualisation, AI-generated insights, documentation, notifications, and investigation processes.
- Established reusable design-system components and accessibility standards while mentoring designers and facilitating alignment across Product, Engineering, Data Science, and business teams.

Pluralsight India Pvt Ltd

Aug 2022 - Feb 2025

Senior Product Designer

- Designing smart notifications to boost customer engagement and retention, a key initiative at lo
- Redesigned customer support tool, increasing user satisfaction rate by 30%, and enabling use on both multi-tenant and single-tenant platform
- Conducted user interviews, market research, and created personas for successful product redesign
- Reduced UAT time and discrepancy between design and product by collaborating with engineers

- Created and launched new user onboarding experience, resulting in 40% increase in user engagement
- Conducted user research and tested design concepts to support product managers in creating new features
- Led collaborative research project with sales and marketing team to enhance user experience for lo app
- Collaborated with other design teams on user flows, strategy, and feature planning, increasing user engagement by 10%
- "Rapid recognition award for quickly adapting to changes in project scope, which resulted in increased team productivity."

Games24x7 (RummyCircle, My11Circle)

Jul 2019 - Jul 2022

Product Designer

- Designed new user flows for login, registration, adding cash, and withdrawals in RummyCircle and My11Circle, increasing new user numbers and reducing bounce rate
- Reduced table waiting time in the rummy game through a new strategy for managing table time
- Designed experiments to enhance user journeys for RummyCircle and My11Circle, conducting user research and usability testing
- Collaborated on creating and standardizing the app's design system
- Conceptualized and designed a help and support page with an AI chatbot for efficient customer query handling
- Revamped the 'invite a friend' feature for both RummyCircle and My11Circle platform
- Led the development of a campaign website from inception to launch
- Led a team of designers in creating innovative concepts, visual mockups, and design specifications
- Presented design proposals to diverse stakeholders
- Contributed to customer engagement, retention, and acquisition strategies for My11Circle

TIAA India

May 2018 - Jun 2019

UX Designer

- Contributed to the design system and component creation for TIAA, including the development of a style guide for TIAA Bank
- Focused on ensuring accessibility and solving user issues related to sign-in processes and form completion
- Addressed readability and accessibility concerns on TIAA.org
- Designed a dedicated bank account page for TIAA bank account holders
- Evaluated branding, product, and company details to create a style guide with alternative designs and dashboard layouts
- Created a design team page from scratch for the company profile

Infobeans Technologies

Aug 2016 - Apr 2018

UX/UI Designer

- Worked on client projects spanning e-commerce, healthcare, and insurance domains
- Redesigned client websites, incorporating additional visual elements and enhancements
- Created and enhanced visual elements on client websites
- Redesigned weekly mailers for the company
- Collaborated with stakeholders and clients to gather requirements and ensure successful design delivery
- Executed designs by integrating feedback mechanisms and adhering to best design principles
- Created and maintained a visual library
- Participated in both small and large projects with tight deadlines

Synsoft Global

Feb 2015 - Jul 2016

UX/UI Designer

- Collaborated with clients to understand project requirements and design aesthetically pleasing interfaces
- Worked on various projects, including a chat app similar to Tinder, an environmental support app, an e-commerce platform, a news app resembling YouTube, and a taxi cab app, building them from the ground up
- Played a pivotal role in the design team by studying user psychology, resulting in increased app downloads

Freelance

Jan 2013 - Jan 2015

Freelance Designer

- Successfully designed and redesigned mobile applications and websites for various clients
- Conducted research to inform design decisions and improve user experiences
- Created wireframes and mockups to visualize and plan client projects
- Developed applications for both iOS and Android platforms
- Designed marketing materials such as brochures, newsletters, and web assets for small companies

EDUCATION

RGPV

Bachelor of Engineering in Electronics and Communication

CERTIFICATIONS

The Fundamentals of Design Thinking

Udemy

UX Fundamentals Practical Usability for Product Design

Udemy

Human Factor in AI

Coursera

Brainstorming for Remote Design Teams

LinkedIn

Introduction to Generative AI

Google Skills

SKILLS

A/B Testing, Accessibility, Accessibility (WCAG), ADO, Adobe CC, Adobe XD, Agentic AI, Agile, AI-Assisted Product Design, AI-assisted prototyping tools, AI-first experiences, AI Strategy, Asana, Behavioural Design, Business Process Analysis, Claude Design, Coaching & Mentoring, Cognitive Walkthroughs, Collaborative Leadership, Concept design, Concept Development, Confluence, Content Writing, Creative Solutions, Cross-Functional Leadership, CSS, Customer Feedback, Data Analysis, Data Visualization, Design Management, Design Strategy, Design System, Design Thinking, Empathy, FigJam, Figma, Framer, Gen AI, HTML, Idea Generation, Information Architecture, Information Synthesis, Interaction Design, Iterative Design, Jira, Kanban, Launch Planning, Leadership, Lean Methodologies, Miro, Mobile and Responsive Design, Mood Board, Observation, Persona Development, Photoshop, Post-launch Activities, Presentations, Problem Definition, Problem Finding, Problem Identification, Product analytics, Product Design, Product Management, Product Strategy, Project Planning, Prototyping, Qualitative Research, Qualitative Research, Rapid Prototyping, Remote User Testing, Requirements Gathering, Requirements Gathering, Resource allocation, Resource allocation, Sketch, Sketching, Strategic Leadership, Surveys, Team Leadership, Team Leadership, Team Leadership, Team

Management, UAT, Usability Testing, Useability testing, User-centered Design, User Experience (UX) Design, User Interviews, User Journey Mapping, User Research, User Testing, Vibe Coding, Wireframing, Workflow Automation

AWARDS & SCHOLARSHIPS

Gold Award	Jul 2026
GSK	
Silver Awards	Dec 2025
GSK	
Best Design Innovation Award	Jan 2025
Pluralsight	
Design Award	
Games24x7	