

Namrata Singh

Principal Product Designer | Staff Product Designer | Agentic UX

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PROFESSIONAL SUMMARY

Principal Product Designer with 13+ years of experience shaping AI-powered enterprise products across pharmaceutical, healthcare, B2B SaaS, and e-commerce. At GSK, cut investigation timelines from 3-6 months to 1-2 months and reduced compliance gaps from 11,000 to 800. Also drove a 30% satisfaction lift at Pluralsight and grew app downloads from 2% to 10.6% at Games24x7.

CORE SKILLS

Product Strategy & Leadership: Product Strategy, Product Discovery, AI Product Design, Design Strategy, Cross-Functional Leadership, Executive & Stakeholder Facilitation, Coaching & Mentoring, Design Management, Process Improvement, Systems Thinking

AI & Human-AI Design: Generative AI, Human-AI Interaction, AI-Assisted Product Design, AI-Generated Insights, AI Workflows, Clinical AI Workflows, Workflow Automation, GitHub Copilot, Figma AI, Writer AI, ChatGPT, Claude, Hugging Face, Google Flow, Human-in-loop

UX Research & Discovery: User Research, User Interviews, Qualitative Research, Persona Development, Concept Testing, Usability Testing, A/B Testing, Customer Feedback, Workflow Mapping

Product & UX Design: Product Design, UX Design, User-Centered Design, Interaction Design, Information Architecture, Problem Definition, Concept Development, Wireframing, Prototyping, High-Fidelity Design, Mobile & Responsive Design, Rapid Prototyping, Agentic UX

Design Systems & Accessibility: Design Systems, Component Libraries, Accessibility, WCAG, Design Guidelines, Visual Design, WCAG 2.2

Data & Delivery: Product Analytics, Data Analysis, Data Visualisation, UAT, Agile, Kanban, Launch Planning, Post-Launch Activities

Tools: Figma, FigJam, Framer, Adobe Creative Cloud, Adobe XD, Photoshop, Sketch, Miro, Mural, Jira, Confluence, Asana, Azure DevOps, LLM Platforms

PROFESSIONAL EXPERIENCE

Principal Product Designer

Feb 2025 - Present

GSK

- Led **end-to-end product design** for AI-powered investigation, quality, laboratory, and clinical workflows serving 5,000–8,000 users across 15+ sites, 7 countries, and 4 global functions; partnered with PMs, AI Engineers, Data Scientists, and Engineering to shape product strategy and experience direction.
- Executed **discovery research** across 5+ sites via user interviews, workshops, and **workflow mapping** to reframe inspection-readiness from reactive compliance to proactive oversight, establishing a workstream that shaped GSK quality strategy.
- Recommended a **split-platform POC architecture** — React app and Power BI dashboards on a shared access point — to address a tight timeline with three parallel validation streams, reducing delivery risk and generating evidence for a unified MVP.
- Defined POC scope through **data maturity analysis**, recommending Sterility Assurance as the first domain and optimal starting sites to remove language and data-conversion complexity, keeping early effort focused on the core product hypothesis.
- Crafted **AI-assisted investigation workflows** combining AI-generated insights, automated evidence gathering, and streamlined steps — cutting investigation timelines from 3–6 months to 1–2 months.
- Built quality and compliance workflows spanning **information architecture**, gap detection, **data visualisation**, AI-generated insights, and documentation; helped reduce GSOP/LSOP document gaps from 11,000 to 800.
- Established a reusable **design system** with AI interaction patterns and **WCAG accessibility** standards adopted across 4 global functions; mentored 10+ designers and facilitated executive workshops aligning Product, Engineering, and Data Science.

Technologies Used: React, Power BI, Figma, AI-assisted workflows

Senior Product Designer

Aug 2022 - Feb 2025

Pluralsight India Pvt Ltd

- Redesigned a customer support tool serving 1,500+ users across 220+ enterprise tenants for major banking clients including ANZ, increasing user satisfaction by 30%; collaborated within a **cross-functional team** of 8 designers, 8–9 developers, and 2 PMs.
- Launched a new onboarding experience for 300+ users, boosting **user engagement by 40%**.
- Spearheaded **discovery research** — interviews, personas, and concept testing — across PMs, Engineering, AI/ML Engineers, Data Analysts, and Sales; findings directly influenced roadmap prioritization, including a notifications workstream.
- Reduced **UAT time from 2 weeks to 3–4 days** by tightening design-engineering collaboration and minimizing design-to-product discrepancies.
- Coached and mentored 6 front-end developers, product designers, and researchers, improving **design quality** and cross-functional collaboration across teams.
- Partnered across design, sales, and marketing to enhance product experience, contributing to a **10% increase in user engagement**.

Product Designer

Jul 2019 - Jul 2022

Games24x7

- Overhauled login, registration, and payment flows for RummyCircle and My11Circle, increasing **new-user conversion by 8%** and reducing bounce; collaborated within a team of 13+ designers, 7–8 PMs, and a large engineering organization.
- Revamped the register-before-download onboarding flow for RummyCircle, increasing **app download conversion from 2% to 10.6%**.

- Developed a new strategy for managing table time, reducing **average user wait time from 3–5 minutes to approximately 2 minutes**.
- Designed and tested experiments across key user journeys; **usability research** and concept testing regularly drove roadmap changes, scope refinements, and requirement updates across product teams.
- Crafted **AI chatbot** support and referral flows for RummyCircle, contributed to the shared **design system**, and led visual execution across product launches.

UX Designer
TIAA

May 2018 - Jun 2019

- Contributed to TIAA's **design system** and accessibility guidelines, supporting **WCAG compliance** and visual consistency across banking experiences.
- Designed improvements to sign-in, forms, and account flows that addressed **readability and accessibility gaps** on TIAA.org.

UX/UI Designer
Infobeans Technologies

Aug 2016 - Apr 2018

- Redesigned e-commerce, healthcare, and insurance client websites, creating **visual component libraries** and delivering polished interfaces under tight timelines across multiple stakeholders.

UX/UI Designer
Synsoft Global

Feb 2015 - Jul 2016

- Designed mobile and web products across messaging, e-commerce, and transportation clients, defining requirements and shipping **end-to-end interfaces** from the ground up.

Designer
Freelance

Jan 2013 - Jan 2015

- Designed and redesigned mobile applications and websites for clients, delivering **iOS and Android products** — research, wireframes, mockups, and digital marketing assets.

EDUCATION

Bachelor of Engineering, Electronics & Communication
RGPV

Jun 2012

CERTIFICATIONS

- Introduction to Generative AI — Google Skills, 2026
- Human Factor in AI — Coursera, 2024
- Fundamentals of Design Thinking — Udemy, 2023

AWARDS

- Gold Award (GSK, Jul 2026)
- Silver Award (GSK, Dec 2025)
- Best Design Innovation Award (Pluralsight, Jan 2025)
- Rapid Design Award (Pluralsight, 2023)
- Design Award (Games24x7, 2021)