

Surbhi Singh

SENIOR PRODUCT DESIGNER · REGULATED INDUSTRIES & HIGH STAKES DIGITAL PRODUCTS

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SUMMARY

Senior Product Designer with 7+ years designing complex products across healthcare, financial services, insurance and enterprise technology. I turn ambiguous, high stakes problems into clear product experiences, grounding decisions in research, business goals and technical constraints. My work spans Tata 1mg, Airtel, Nagarro, EasyPolicy and Y1, from chronic care and loyalty journeys to insurance foundations and regulated fintech.

PRODUCT DESIGN EXPERIENCE

Y1

Mar 2025 – Jul 2026

Product Design Consultant · Digital Banking & Wealth

- Owned end to end design across assigned features, taking them from discovery through flows, wireframes, prototypes and delivery documentation.
- Contributed to **₹2.5M+ in assets managed** within eight months through UX improvements focused on usability and trust.
- Designed an AI conversational assistant and FIRE calculator that explains CAGR and long horizon investing, making concepts accessible that would otherwise require an advisor.

Independent Product Design Consultant

Sep 2022 – Dec 2024

Pehchaan.me · Tattwamasi · Anveshan · and others

- Delivered product design across **multiple client engagements** over two years, including Tattwamasi, Anveshan, Pehchaan.me and WFHTable among others, spanning ecommerce, healthcare, insurance and GenAI, ramping into a new domain and stakeholder set on each engagement.

EasyPolicy

Jan 2020 – Mar 2020

Product Design Consultant

- Led discovery for a health insurance product from scratch, defining the end to end UX foundation, information architecture, core user journeys and initial wireframes, before handing off a structured, documented system to UI and engineering for execution.

Airtel X Labs

May 2019 – Nov 2019

Senior UX Designer

- Led end to end product design for Airtel Thanks, a tiered loyalty experience serving **~95M eligible smartphone customers**.
- Redesigned benefit discovery and activation, increasing CTA CTR **3x (4%→12%)** and benefit claims **2.7x (16%→43%)** within three months.

Tata 1mg

Apr 2019 – May 2019

Senior UX Designer

- Led end to end design of Tata 1mg's Diabetes Care Plan cross sell, addressing a baseline of **~6 subscriptions/day** through iterative usability testing with **50 participants**.
- Challenged a promotion heavy visibility strategy and tested **9 concepts**, ultimately prioritizing Cart as the primary cross sell moment based on user intent, with PDP retained as a secondary surface.

Nagarro

Jun 2016 – Feb 2019

UX Designer · Enterprise & Global Clients

- Designed enterprise applications for Lufthansa Systems, Singapore Airlines, InfinityQS and Allgeier across airline, manufacturing and ecommerce workflows.
- Applied Web Content Accessibility Guidelines (WCAG) 2.0 on the InfinityQS project (US based client), designing inclusive interfaces for enterprise manufacturing workflows.
- Led IA, interaction design, wireframing and discovery workshops within Agile teams, presenting and defending design decisions directly with global clients.

ADDITIONAL EXPERIENCE

Brisky

Apr 2020 – Aug 2022

Founder & CEO

- Founded and scaled a quick commerce business to **10,000 orders** and **2,000 customers**, owning product strategy alongside operations, hiring and P&L.

LTIMindtree Ltd

Nov 2015 – Apr 2016

UX Design Intern

- Designed an internal workforce management tool for Product Managers, using diary studies and journey mapping to inform IA and flows.

DeHaat

Apr 2015 – Jun 2015

UX Design Intern

- Designed DeHaat's first mobile app as its first designer, replacing phone and visit coordination between farmers and field officers.

SKILLS

Product	Product Strategy · Interaction Design · Information Architecture · Prototyping · Accessibility
Research	User Research · Usability Testing · Journey Mapping · Discovery Workshops
Collaboration	Engineering Collaboration · Stakeholder Alignment · Agile Delivery · Design Critique
Tools	Figma · FigJam · Maze · Hotjar · Framer · Claude · Claude Code · Cursor

EDUCATION

Bachelor of Design (B.Des), specialization in User Experience Design

2012 – 2016

Symbiosis Institute of Design, Pune, India