



Inderjeet Singh
Senior Product Designer
Designing Digital Products with User-Centricity

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About Me

A Product Designer with 9 years designing products and features for various environments, from startups to global SaaS platforms, applying structured research to simplify complex workflows.

Alongside my hands-on design work, I also focus on mentoring other designers and helping teams maintain high quality standards. I am particularly interested in inclusive design, with a focus on improving cognitive and emotional accessibility for people with disabilities.

Tools and Skills

Design process

UI/UX Design, Wireframes, Prototyping, User Flows, Design Systems, Developer handoff, Usability Testing, Design Thinking, Visual Design, Design Sprints, UX Writing, High-fidelity Designs, Human-Computer Interaction (HCI)

Specialisms	Tools	AI Tools
SaaS Products, Product Strategy, Stakeholder Management, Accessibility (WCAG)	Figma, Sketch, Adobe CC, Miro, Jira, Confluence, Maze.co, Usertesting.com	Claude, Claude Code, ChatGPT

Portfolio Link
[behance.net/sublimenotion](https://www.behance.net/sublimenotion)

LinkedIn Profile
[linkedin.com/in/sublimenotion](https://www.linkedin.com/in/sublimenotion)

Projects

- DL DSD | Master Delivery Schedule**

Robust schedule management to help Walmart stores schedule deliveries from the suppliers. Helped them to **reduce delays to <5%** from more than 37%.

[Case study link](#)
- PLNIFY | A team management solution**

An integrated team management solution designed to increase efficiency and reduce manual workload by **70%**.

[Case study link](#)

9 Years Work Experience (UI/UX)

KLEARNOW.AI

June 2023 - June 2026

Lead UX Designer

- **Engine Dashboard:** Designed KlearNow Engine's dashboard from scratch, replacing a static marketing screen on login with a role-based workspace for brokers, finance, and logistics teams. Journey mapping showed **70% fewer steps** to CBP authorisation status and **60% fewer steps** to demurrage status.
- **KlearHub Redesign (Track & Trace):** Led the redesign of the core tracking tool to consolidate scattered data views into a unified interface. Overhauled the information architecture to improve data findability, boosting **user productivity** and creating a **single source of truth for all shipment data**.
- **Design Strategy & Stakeholder Leadership:** Partner with cross-functional leadership to align design goals with business roadmaps. Established a formal design-led process by facilitating design sprints and workshops to identify user problems and implementing a continuous testing culture to validate solutions with actual users.
- **Design Leadership & Team Management:** Lead a **team of 3 designers**, overseeing end-to-end design lifecycles, task prioritization, and resource allocation to ensure on-time delivery. Mentor designers on best practices in user-centered design and prototyping.

DLT LABS™

July 2022 - May 2023

Sr. Product Designer

- **Master Delivery Schedule Initiative:** Led the design and launch of a logistics solution for DL DSD, **enabling 400+ Walmart stores** and **100+ suppliers** to coordinate and manage deliveries efficiently. Focused on streamlining complex scheduling workflows to improve cross-partner visibility.
- **Accessibility & Inclusion Initiative:** Spearheaded an inclusive design overhaul aligned with WCAG accessibility guidelines for the DL Asset Track vertical. Aligned stakeholder goals with inclusive design standards, resulting in a system that became **30% more accessible**.
- **Asset Management (iPad Interface):** Designed a specialized iPad interface for DL Asset Track to help global supply chain users track and manage assets in real-time. Focused on creating a seamless experience for high-mobility environments.

KiwiTech™

May 2016 - June 2022

Principal Designer

- **End-to-End Design Ownership:** Led the full design process for **10+ client projects** across multiple domains, overseeing timelines and deliverables from ideation to launch. Served as the primary contact to ensure design solutions balanced user needs with business goals.
- **User Research & Strategy:** Transformed research insights into user-friendly web and mobile interfaces. Utilized personas, card sorting, and wireframing to simplify complex user flows and increase overall engagement.
- **Cross-Functional Alignment:** Partnered with product managers and stakeholders to lead UI testing and design critiques. Bridged the gap between technical constraints and creative vision to ensure seamless product alignment.
- **Team Mentorship & Growth:** Mentored junior designers on design best practices through **regular 1:1s** and training. Established clear quality standards and fostered a collaborative environment for the design team.
- **Technical Collaboration:** Developed HTML/CSS for web projects and presented the work to internal stakeholders to ensure design-to-development alignment.

Education & Certifications

- B. Com**
Delhi University
Year 2012
- UX Certification Courses (UX/HCI-equivalent)**
Interaction Design Foundation
Year 2019

Awards

- KlearNinja**
KlearNow.AI • Year 2025
- Cruising and Crushing it | Designer of 2019**
KiwiTech • Year 2019
- Best Designer of 2017**
KiwiTech • Year 2018