

# Rafi Sarkar

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[www.linkedin.com/in/rafism/](http://www.linkedin.com/in/rafism/) • New York, NY

## Product / UI/UX Designer

Creative and solution-oriented professional with demonstrated ability to design routes and aesthetics as per customer's needs and combine interface with workflows for enhancing user's experience. Skilled at understanding product specifications, conducting concept/usability testing, researching user's needs/data, and creating personas. Adept at defining right interaction models, developing wireframes and prototypes, resolving issues, and implementing attractive designs. Out-of-the-box thinker and creative problem-solver with exceptional interpersonal, leadership, communication, and analytical skills.

**Technical Skills:** UI Tools: Figma, Sketch, Canva, Photoshop, Marvel App Prototype, Miro, Microsoft Office Suite.

**UX Skills:** User Experience Design, Wireframing, Prototyping, Usability Testing, User Interface Design, UX Research, Creative Direction, Product Development, Trend Analysis, People Development, Creative Problem Solving, Trend & Data Analysis, Strategy.

## Areas of Expertise

- ◆ Product/Project Management
- ◆ Strategy Development/Execution
- ◆ User Research / Persona Creation
- ◆ UI / UX Design
- ◆ B2B Sales Management
- ◆ Business Development
- ◆ Wireframe Production
- ◆ User Interaction/Engagement
- ◆ Client Service Management

## Professional Experience

### User Experience Designer, Planet Bake, New York, NY

2021 - Present

Identify user needs through customer journeys, user flows, sitemaps, research plans, wireframes, and visual designs to design better products interactions. Assist internal stakeholders by providing project objectives, insights, and creative solutions based on competitor analysis and back up success with data.

- Attracted buyers by redesigning product packaging and line.
- Ensured quicker product development and better customer experience by supporting design process and product lifecycle.

### Engagement / Experience Operations Manager, PRO AIRE Design Consultants, NY

2019 - 2021

Enhanced user engagement 95%, user retention 90%, and positive user experience 50% by developing first talent management program and incentive structure based on personalized interview with user. Involved in combining interface with workflows for enhancing user's experience. Ensured that products and services meeting client needs.

- Decreased labor cost, paperwork, and poor user experience by creating and executing information sharing plan.
- Analyzed/optimized products and created best user experience by exploring different approaches to solve problems.

### Customer Engagement, New York & Company, NY

2018

Developed and executed user engagement plan by reviewing quarterly goals and weekly sell-through list showing similar products on e-commerce platform encouraging higher unit sales per transaction. Managed flow of product inventory by sketching new user experience methods for merchants/sourcing and placing merchandise in front-facing windows and suggestive product placement.

- Translated directives into a step-by-step guide for easy execution by partnering with store communications.

## Achievements

*Contracted at Ann Taylor, Nautica, Ralph Lauren, Thomas Pink: executed merchandise plan hinged on performance tracking leading to new product direction, strategy, user experience, and customer experience.*

## Education & Credentials

**UI/UX Design Career Track, Certification**, Springboard New York, NY

**Summer Virtual Venture in Management**, Harvard Business School, Boston, MA

**Bachelor of Science**, New York City College of Technology, Brooklyn, NY

- GPA: 3.67, Major: Business / Technology, specialization in Innovations in E-Commerce / Global Trade
- Published two research work focusing on Gender-bias, and Mask-usage as an Emerging Scholar