

RAFI SARKAR

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EXECUTIVE SUMMARY

Product Design Leader and NYU Stern MBA Candidate with over 7 years of experience building high converting digital products, enterprise design systems, and AI user interfaces. Expert at translating complex technical, regulatory, and business constraints into intuitive human centered digital experiences. Proven track record of driving measurable revenue growth, optimizing conversion funnels, and accelerating cross functional product lifecycles across Fortune 500 enterprise platforms and consumer brands

TECHNICAL SKILLS AND ADDITIONAL INFORMATION

- **Product Strategy & Design:** Experience Strategy, Human Centered Design (HCD), Information Architecture, Design Systems, Mobile E Commerce, Conversion Rate Optimization (CRO), Usability Research, Accessibility (WCAG 2.1 AA Compliance)
- **Execution & Analytics:** A/B Testing, Heatmap Analysis, Journey Mapping, Interactive Prototyping, Funnel Drop Off Analysis, Front End Feasibility
- **Tools & Platforms:** Figma, Adobe Creative Cloud, Shopify, Hotjar, Google Analytics, Claude, Miro, Jira, Productboard

EXPERIENCE

MERCK & CO (Global biopharma leader | Fortune 500 | \$65B Rev | 75k Employees)

Rahway, NJ

UX Specialist & Staff Product Manager | Enterprise Architecture

2025 - 2026

- Designed enterprise access flows and safety guardrails for Generative AI platforms, securing executive board approval for Trust and Security frameworks while cutting compliance review overhead by 25%
- Directed component architecture across complex content management systems, maintaining 100% compliance with WCAG accessibility guidelines and global regulatory standards
- Streamlined enterprise UX review pipelines across 100+ internal programs, eliminating project bottlenecks and reducing delivery timelines by 5 days per consultation across 50 to 70 monthly requests
- Standardized integration playbooks across business units, aligning technical, legal, and policy executives to compress partner onboarding timelines by 94%

UX Lead | Internal Design Consulting | Community of Practice

2023 - 2025

- Managed 2 product designers while directing cross platform UX design, interactive prototyping, and usability testing for internal AI products, driving a 70% repeat adoption rate across 1,600 active users
- Facilitated monthly group collaboration workshops for up to 200 participants per session, driving enterprise adoption of design thinking, user research, prompt design, and prototyping
- Architected a unified multi-platform SaaS UI component library spanning Web, Mobile, SAP, and SharePoint, cutting design to development handoff time from 40 to 10 hours per project
- Led UX discovery and dashboard architecture for an internal risk data platform, translating complex policy rules into identity profiling frameworks that reduced risk resolution cycles by 20%

PRO AIRE DESIGN CONSULTANTS (HVAC Design-Build Firm | \$25M+ Rev | 250+ Employees)

New York, NY

UX & E-com Operations Manager

2019 - 2023

- Managed and coached a 32-person multidisciplinary project team, establishing design critique standards and client onboarding frameworks that saved \$50K in integration costs per project
- Built an internal AI enabled talent service portal prioritized for low digital literacy users, driving 95% active user engagement and supporting 90% staff retention
- Engineered a SaaS documentation framework and visual asset pipeline, boosting sales by 30%, increasing process efficiency by 50%, and cutting administrative labor costs by 20%

NEW YORK & CO (Century-old fashion retailer | 500+ Locations | \$1.3B+ Rev | 10k+ Employees)

New York, NY

User Experience Designer

2018 - 2018

- Re-architected digital merchandising workflows and mobile checkout paths using analytics data, driving an 18% increase in e commerce sales and lifting Units Per Transaction by 2.5
- Designed unified cross platform user interactions across chat, voice, and web interfaces to deliver seamless physical to digital customer journeys

PLANET BAKE (Plant-Based CPG Brand | 350+ Locations | Wholesale, D2C E-Commerce & Retail)

New York, NY

UX & E-com Operations Manager

2021 - Present

- Redesigned responsive Shopify mobile and desktop storefront modules, restructuring Product Detail Pages (PDPs) and cart workflows to lift overall digital sales by 10%
- Engineered digital asset workflows and operational frameworks from brand inception to retail expansion, cutting process inefficiencies by 30% across 350+ distribution points

EDUCATION

NEW YORK UNIVERSITY, Leonard N. Stern School of Business

New York, NY

Master of Business Administration, The Langone Program

January 2027

Specialization in Management of Technology and Operations, Strategy, Change Management and Leadership

- Core Financial & Strategic Coursework: Foundations of Finance, Firms and Markets, Financial Accounting and Reporting, Strategy, Operations Management, Managing Growing Company, Managerial Decision Making, and Tech Product Management

NYC COLLEGE OF TECHNOLOGY

Brooklyn, NY

Bachelor of Science in Global Trade and Innovations in Technology

- magna cum laude