RAFI SARKAR

New York | +1-347-998-1376 | rafi.sarkar@stern.nyu.edu | www.linkedin.com/in/rafism/ | www.rafisarkar.com

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, 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

EXPERIENCE

ASTRAZENECA *(Global biopharma leader | Fortune Global 500 | $58B Rev | 90k Employees)* — **Wilmington, DE**
Senior Product Designer (Lead) | GMA AI Workbench — ***2026 - Present***

- AI Agentic UX & HITL Patterns: Spearheaded end-to-end product discovery & UX architecture, establishing human-in-the-loop (HITL) review queues that decreased cycle latency by 35% & increased SME trust & task completion accuracy to 98%
- Prompt Guided Journeys & Enterprise Scale: Conducted 40+ SME research workshops across clinical, regulatory, medical affairs teams, translating complex enterprise system handoffs into persona-based workflows that expedited daily admin output by 40%
- MVP Delivery & Scalable Design Systems: Managed iterative delivery across 8 major MVP release cycles, building lightweight AI interaction design system that compressed implementation cycles by 30% while maintaining 100% WCAG compliance
- Executive Alignment & Product Adoption: Partnered with engineering & regulatory leads to deliver interactive prototypes & strategic executive demos securing buy in across 6 cross functional business units & driving pilot adoption across 8k+ employees

MERCK & CO *(Global biopharma leader | Fortune 500 | $65B Rev | 75k Employees)* — **Rahway, NJ**
Lead UX Specialist & Staff Product Manager | Enterprise Architecture — ***2025 - 2026***

- AI Governance & Strategy: Orchestrated enterprise GenAI access control & governance strategies by securing executive approval for Trust & Security framework, eliminating critical technical risks while lifting operational efficiency by 25%
- Enterprise Platform Design: Owned solution discovery and technical platform positioning within complex enterprise CMS environments, ensuring 100% product compliance with global regulatory standards
- Cross-Functional Leadership: Streamlined feasibility reviews across 100+ programs, unblocking architecture bottlenecks through shortening delivery timelines by 5 days per project across 50 to 70 consulting requests per month
- Scale & Enablement: Executed repeatable commercialization operating model across business units, aligning multiple product teams to compress platform integration timelines by 94% and accelerate onboarding for 90% of internal stakeholders

MERCK & CO
Lead UX Specialist | Internal Design Consultancy — ***2023 - 2025***

- C-Suite Operational Visibility: Led end-to-end solution discovery and commercialization for internal L2 risk data platform, providing identity and access risk profiling frameworks to C-suite executives and reducing resolution cycles by 20%
- AI Product Innovation: Directed cross-platform desktop and mobile design, prototyping, and deployment of Generative AI-Assisted Talent Solution (TSG), self-service client portal & dashboard achieving 70% re-use rate across 1600 hiring managers
- Enterprise Data Strategy: Led enterprise-wide design consultancy & internal data viewer platform design for Web, Mobile, SaaS (SAP/SharePoint), ensuring 100% global design systems compliance while reducing completion time from 40-to-10hrs

PRO AIRE DESIGN CONSULTANTS *(HVAC Design-Build Firm | $25M+ Rev | 250+ Employees)* — **New York, NY**
UX & E-com Operations Manager — ***2019 - 2023***

- Cross-Functional Team Lead: Directed client-facing solution discovery and strategic consultations for multi-disciplinary team of 32, delivering integration frameworks to B2B clients that accelerated onboarding by 40% and cut costs by $50K per project
- DesignOps & AI Talent Strategy Lead: Developed and launched personalized coaching and AI-enabled talent management program and service solutions dashboard that increased employee retention by 90% & engagement by 95%
- Operational Optimization: Improved print design, illustration, and visual design process efficiency by 50% through SaaS-driven documentation framework and data transparency dashboards, resulting in 20% reduction in administrative labor costs

NEW YORK & CO *(Century-old fashion retailer | 500+ Locations | $1.3B+ Rev | 10k+ Employees)* — **New York, NY**
E-com & Retail User Experience Designer — ***2018 - 2018***

- Strategic UX: Solved stagnant digital sales by translating complex business targets data into high-conversion user-flow strategies, improving product merchandising flows, resulting in 18% total sales increase and 2.5 UPT lift
- Omnichannel Transformation: Spearheaded physical-to-digital scaling challenges by creating unified chat, voice, and/or retail interactions cross-platform UX, directly supporting strategic positioning that led to $20M acquisition

TECHNICAL SKILLS AND ADDITIONAL INFORMATION

- Experience Strategy, Human-Centered Design, Information Architecture, Enterprise Accessibility, Data Visualization, CMS & Constrained Platforms, Conversational AI & Chatbot UX, Accessibility (WCAG), Usability Testing, Figma, Adobe, Radix UI, Design Systems, Marvel, Miro, Mural, Jira, Productboard, Hotjar, Google Analytics
- Interests: Generative artificial intelligence (GenAI), Fine Arts, Sustainability, Innovations in Technology