

Rafi Sarkar

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EDUCATION

NEW YORK UNIVERSITY, Leonard N. Stern School of Business

New York, NY

Master of Business Administration, The Langone Program

(Anticipated) 2026

Specialization(s) in Management of Technology and Operations; Leadership and Change Management

- Co-President of Arts, Culture, & Cuisine (a unique extracurricular platform focused on leveraging NYC's cultural offerings to foster high-level networking and connection with otherwise difficult-to-access cultural institutions)

NEW YORK CITY COLLEGE OF TECHNOLOGY

Brooklyn, NY

Bachelor of Science in Business / Technology

Specialization in Innovations in E-Commerce / Global Trade

- magna cum laude

EXPERIENCE

MERCK & CO (known as MSD outside the U.S. and Canada)

Rahway, NJ

Enterprise Architect (UX/System Design)

04/2025 - Current

- Strategic Planning & Process Standardization: Directly supported Enterprise Architecture (EA) executives in developing IT-wide standardization plans to align technology investment with top-tier R&D priorities, including the critical V940 new drug pipeline. This strategic standardization created reusable blueprints for future drugs, saving an estimated 2 weeks of run time per drug pipeline.
- Cross-Functional Influence & Improvement: Served as a Change Agent by deploying cross-functional Figma training to Product Owners, accelerating time-to-first-prototype iteration by 40% and eliminating approximately 2 hours of manual design iteration and data reconciliation time per project across the enterprise.
- UX Literacy & Communication: Created and led specialized UX design training for non-designer business employees, resulting in a dramatic behavioral shift where 90% of Product Owners began creating their own mockups prior to engaging design teams. This effort improved communication quality by 15% and drove a 20% increase in program efficiency and 10% quality improvement

Experience Design Specialist, Community of Practice (CoP)

02/2023 – 03/2025

- Complex Issue Diagnosis & L2 Escalation: Leveraged insights from the L2 Executive Monitoring Dashboard (IT Risk/Compliance) to rapidly diagnose critical systemic friction and act as a Product Expert to define root causes and troubleshoot operational bottlenecks, reducing resolution time for complex executive-escalated issues by 25%.
- Service & Product Alignment: Applied user-centered design (UCD) and CI principles to enhance internal platform experiences, translating complex organizational needs into scalable design strategies, resulting in a 30% reduction in user-reported service desk tickets related to application confusion.
- Knowledge Development & Upskilling: Sketched and designed new UX modules and content flows, creating an easily digestible design that drove increased community engagement by 300%, directly improving knowledge transfer efficiency across cross-functional teams.
- Data-Driven Efficiency: Reduced onboarding and support overhead by centralizing fragmented data and documentation into a user-friendly Confluence platform. This effort eliminated the mandatory 30-minute introductory training call for support teams and established a persistent, easily searchable information archive for all historical project knowledge.

PRO AIRE DESIGN CONSULTANTS

Brooklyn, NY

Engagement / Experience Operations Manager

01/2019 – 01/2023

- Client Relationship Management: Enhanced user engagement by 95% and user retention by 90% by developing a client-centric talent management program, ensuring that products and services consistently met client needs.
- Consultative Problem Solving: Analyzed and optimized existing products and complex workflows, exploring different approaches to solve client-facing problems and delivering the best UX, accelerating client onboarding time by 40%.
- Process Efficiency: Decreased administrative labor costs and reduced paperwork by creating and executing an information-sharing plan, demonstrating skill in identifying recurring issues and recommending solutions that delivered estimated per-project cost savings of \$50K.

ACHIEVEMENTS & TECHNICAL SKILLS

- Client Outcomes: Contracted at major organizations (Ann Taylor, Nautica, Nike, Ralph Lauren) where I executed merchandise plan hinged on performance tracking, leading to new product direction development, strategy, UX/CX.
- Academic Contribution: Published two research works as an Emerging Scholar on Gender-bias and Mask-Usage.
- Design/Prototyping/ Systems/Process: Figma, Sketch, Miro, Prototyping (Marvel App). Systems/Process: Enterprise System Design, Lean/CI Methodologies, Requirements Gathering, Documentation.