

JEHANGIR SARKAR

SENIOR PRODUCT DESIGNER | UI/UX & Design System with Front-End Expertise

VADODARA, GUJARAT 390012 • jehangir.sarkar@live.com • +91 98253 44697

Portfolio: <https://jehangirsarkar.com/> • LinkedIn: <https://www.linkedin.com/in/jehangir-sarkar-52083320/>

Summary: 15 Years of Experience

With over 15 years of experience in UI/UX Design and Product Strategy, including 6 years delivering effective solutions in distributed, remote settings — **led multidisciplinary teams and design initiatives**, shaping innovative digital solutions across e-learning, e-commerce, point-of-sale (POS), CPQ, RMS, and CMS in the B2B and SaaS domain.

Specialize in **defining** complex problems and **delivering** intuitive, scalable, high-performing products aligned with user needs, market trends, and business goals. My ability to shape and communicate product vision, drive design strategy, and align stakeholders across time zones has helped teams deliver impact in both high-growth startups and mature product ecosystems.

Built feedback-driven, high-performing **design cultures**— mentoring early-career designers into independent, **high-impact contributors**, fostering team autonomy, and improving collaboration through **structured design critiques**, async processes, and strong onboarding frameworks. I've also supported hiring efforts, optimized workflows for remote execution, and established scalable design systems that future-proof products while ensuring consistency across platforms.

Strategic advocate for **user-centered design**, applying **UX research, heuristics, and data-driven insights to create empathetic, inclusive, and accessible experiences**. Led usability testing across global markets, helping teams make informed decisions and continuously improve product value.

Recognized for a collaborative mindset and strong cross-functional communication, I influence product direction while staying hands-on—guiding teams through ambiguity, balancing creativity with measurable results, and delivering value-led, purpose-driven digital experiences that drive adoption, retention, and growth.

Leadership & Collaboration

- **Mentored early-career designers** into high performers.
- **Led cross-functional collaborations** with stakeholders, project teams, and developers to deliver user-focused solutions.
- **Identified opportunities for innovation** and stayed ahead of industry trends and evolving user needs.
- **Deep understanding of customer behaviors, motivations, and market trends**, translating insights into actionable design strategies.

User-Centered Design Expertise

- Expert in **UX research, identifying pain points, and defining experience strategies**.

- Experienced in **wireframing, prototyping, mind mapping, journey mapping, site mapping, online survey, usability testing, and A/B testing and real-user monitoring tools** to refine and validate user experiences.
- Continuously explores **new methodologies and emerging technologies** to enhance digital experiences.

UI Excellence & Visual Design.

- Expert in Planning and crafting visually engaging interfaces with refined **interactive, typography, iconography, spacing, interactive animation and intuitive interfaces** that drive user satisfaction.
- Specialized in **interaction design, high-fidelity compositions, and seamless digital experiences.**
- **Led and scaled design systems** (Style Guide + Component Library + Pattern Library + Documentation + Tokens+ Dev Hands-off + Implementation Guideline + Processes), ensuring consistency and scalability across products through regular design system audits.

Technical Skills Front-End & Design Approach

- **Design Tools:** Figma, Adobe Creative Cloud (Photoshop, Illustrator, XD, After Effects).
- **Project Management & Workflows:** Jira, Confluence, Office 365, Agile methodologies.
- **Front-End Development:** Expert in HTML5, CSS3, JavaScript, Angular, React, Next.js, Three.js.
- **3D & Immersive Design:** Blender, 3ds Max for interactive experiences.
- **Design-to-Dev Alignment:** Built interactive demo apps to streamline design-engineering collaboration; ensure responsive, accessible, and cross-platform optimized products.

PROFESSIONAL EXPERIENCE

Sr. UI/UX Designer – RAPIDOPS • Ahmedabad • 2025 - Present

- Reengineered and optimized CPQ system: reduced quote time by 15%, increased accuracy by 10%.
- Aligned design solutions with business goals and user needs, resulting in a 25% increase in user task completion and a 20% drop in support tickets post-launch.
- Mentored 5+ junior designers, resulting in 40% faster onboarding, improved design consistency, and 20% faster design delivery through process optimization.

UI/UX Specialist | SME – PAUL MASON CONSULTING • Vadodara • 2015 - 2024

- **Led UI/UX for a multi-platform POS system** (iOS, Android, Web, Windows) deployed in 10,000+ stores, reducing transaction time by 30% and Improved task flow efficiency, resulting in a 20% increase in positive user feedback.
- **Designed a high-traffic stadium app** (£1.6M/day revenue) for 100k+ users, cutting interaction time by 40% and boosting conversions by 25%.
- **Developed an interactive 3D jersey** customization feature for Arsenal, Enhanced customer experience during customization, resulting in a 35% rise in satisfaction and fewer returns.
- Streamlined UI/UX for a UK retail management system (used in airports & hospitals), cutting staff training time by 50% through intuitive workflows.

- Delivered UX/UI enhancements for WHSmith and Bravissimo, achieving a 30% reduction in time-on-task for store staff and a 15% increase in data accuracy in RMS/CMS.
- Played a key role in modernizing backend/frontend tools for retail and content management, streamlining operations and enabling better content control and stock visibility for store staff.

Senior Web Designer – RIGHTWAY SOLUTION • Ahmedabad • 2013 – 2014

- Designed MobiCommerce's e-commerce platform, reducing **store launch time by 40%**, boosting **user engagement by 25%**, and lowering **cart abandonment by 10%**.
- Created a personal brand website for a Washington-based speaker, increasing **traffic by 30%** and boosting **speaking inquiries by 15%** within three months.

Web Designer – AUGUST INFOTECH • Surat • 2012 – 2013

- Led UI/UX for a TV software platform, resulted in a **20% uptick in positive user experience ratings**.
- Designed UIs for CCTV systems that **reduced operator training time by 15%**.
- Optimized educational platforms, improving **student completion rates by 10%**.

Graphics and Content Designer – JZERO IT SOLUTION • Surat • 2010 - 2012

- Delivered 30+ interactive e-learning modules for Univadis and Merck, increasing **learner engagement by 35%** and reducing **training time by 20%**.
- Produced responsive website designs and marketing graphics for EE, contributing to a **15% increase in mobile conversions** and **30% faster campaign turnaround**. Marked the first project involving direct experience with the value of branding.

EDUACTION

Bachelor of Computer Applications (BCA) • Sikkim Manipal University, Surat

Graduation Year: 2014

Advance Diploma in 3D Animation • Key Frame 3D Institute, Surat

Graduation Year: 2011

CERTIFICATION | AWARDS

- Human-Computer Interaction - HCI · 2022
- User Experience · 2020
- Support multiple UI projects · 2023
- 3D UI Interaction · 2022
- Developing and enhancing UI-UX · 2022
- WH Smith POS system design idea · 2017

- Redesign Internal management system · 2016
- WH Smith Intranet Application Design · 2016