

JEHANGIR SARKAR

SENIOR PRODUCT DESIGNER · UI/UX

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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 settings, I have led the creation of innovative digital solutions across e-learning, e-commerce, point-of-sale (POS), CPQ in B2B and SaaS platforms. My expertise lies in defining complex problems and delivering intuitive, scalable, high-performing products driven by customer needs, market trends, and business goals. I excel at communicating product plans, progress, and results to stakeholders across time zones, fostering seamless collaboration with distributed internal teams and external partners using tools like Teams, Slack, Zoom, Figma, Jira and Confluence.

I specialize in designing cost-effective, scalable design systems that adapt to future needs. A skill honed through years of managing remote workflows. Balancing creative vision with strategic execution, to craft seamless experiences that boost adoption, conversion, and retention—often under the constraints of virtual collaboration. My ability to align design with business objectives ensures products stand out in competitive markets while fostering meaningful user connections.

As a passionate advocate for user-centered design, I utilize UX research, heuristics, and data-driven insights to enhance user flows, boost engagement, and ensure informed decisions through rigorous usability testing across diverse geographies. With over six years of experience leading remote projects, I excel in virtual design sprints, stakeholder alignment, and cross-functional collaboration. I am adaptable, capable of managing design teams in large organizations or working in small teams with full design responsibilities, depending on the project's needs. Driven by a growth mindset, I consistently seek to deliver purposeful, value-driven work that creates meaningful impact.

Leadership & Collaboration

- **Mentored early-career designers** and shaped them 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-Centred Design Expertise

- Expert in **UX research, identifying pain points, and defining experience strategies**.
- Experienced in **wireframing, prototyping, journey mapping, site mapping, online survey, usability testing, and A/B testing** to refine and validate user experiences.
- Continuously explores **new methodologies and emerging technologies** to enhance digital experiences.

UI Excellence & Visual Design.

- **Expert in crafting visually engaging, interactive, typography, iconography, interactive animation and intuitive interfaces** that drive user satisfaction.
- Specialized in **interaction design, high-fidelity compositions, and seamless digital experiences.**
- Extensive experience in **design systems**, ensuring consistency and scalability across products.

Technical Skills Front-End & Design Approach

- **Design Tools:** Figma, Adobe Creative Cloud (Photoshop, Illustrator, XD, After Effects).
- **Project Management & Workflows:** Jira, Confluence, office365, 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.
- **Capabilities:** Develop interactive demo applications to streamline collaboration between design and engineering teams; ensure products are responsive, accessible, and optimized for cross-platform experiences.

PROFESSIONAL EXPERIENCE

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

- **Redesigning and optimizing** the CPQ system to improve efficiency, reducing quote generation time by **15%** and increasing **accuracy by 10%**.
- **Collaborating with product managers and engineers** to align design solutions with business goals and user needs.
- **Mentoring junior designers**, fostering growth, and enhancing design workflows for better scalability.

PAUL MASON CONSULTING • Vadodara • UI/UX Specialist | SME • 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 increasing **user satisfaction by 20%**.
- 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, improving **customer satisfaction by 35%** and reducing **returns by 15%**.
- Redesigned UI/UX for a UK retail management system (used in **airports & hospitals**), cutting **staff training time by 50%** through intuitive workflows.
- **Provided onsite UX/UI and system optimization for WHSmith and Bravissimo** (eCommerce + retail) organization, enhancing backend RMS and CMS systems to improve organizational efficiency and usability.
- **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.

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

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

AUGUST INFOTECH • Surat • Web Designer • 2012 – 2013

- Led UI/UX for a TV software platform, increasing **user satisfaction by 20%**.
- Designed intuitive UIs for CCTV systems, reducing **operator training time by 15%**.
- Optimized educational platforms, improving **student completion rates by 10%**.

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

- Developed interactive e-learning modules with Flash animations for healthcare organizations like Univadis and Merck, helping doctors stay updated with the latest research. Working closely with subject matter experts to ensure the content was both engaging and informative.
- Collaborated with cross-functional teams to create website designs and marketing graphics for the UK-based telecom company EE, aligning visual elements with brand goals to enhance customer engagement.

EDUCATION

Bachelor's in Computer Application (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