

- J E H A N G I R S A R K A R · 1 5 Y R S -

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Senior UI / UX Designer · Product Designer

• Senior UI/UX Designer · 15 Years of Experience

With over a decade of experience in **UI/UX Design** and **Product Strategy**, I have successfully delivered solutions across diverse industries, including e-learning, e-commerce, point-of-sale (POS), and SaaS platforms. My expertise lies in defining and executing product strategies and roadmaps driven by customer needs, market trends, and business goals. I excel in effectively communicating product plans, progress, and results to stakeholders at all levels while fostering strong collaborations with internal teams and external partners.

I specialize in creating **reusable, cost-effective design systems** that are scalable, easy to maintain, and adaptable for future requirements. My designs seamlessly blend creative vision with strategic thinking, resulting in visually compelling, intuitive products that stand out in competitive markets while adhering to brand guidelines.

Passionate about solving real problems, I focus on crafting designs that are both functional and beautiful. I thrive on collaboration, working with teams to achieve ambitious goals while balancing big-picture thinking with meticulous attention to detail. My work philosophy emphasizes speed with care, long-term vision with actionable steps, and innovation with practicality.

Driven by a growth mindset, I continuously seek opportunities to improve and make a meaningful impact. Above all, I aim to create purposeful work that leaves the world a little better than I found it.

• Collaborative UX/UI Leadership

I take pride in mentoring early-career designers into high performers and fostering collaboration across stakeholders, project managers, and developers. Skilled in identifying opportunities for innovation and staying updated on industry trends, I have a strong understanding of customer behaviours, motivations, and market trends. Experienced in working with multidisciplinary teams to deliver impactful, user-focused solutions.

• User-Centered Design

Deep understanding of UX Research to create personas and identify the best practices & design principles through benchmarking. Experience in performing heuristic evaluation to identify the experience gaps, competitor analysis, wire-framing, prototyping, interaction design, high-fidelity visual designs, usability testing, journey mapping, site mapping, and A/B testing. Stay updated on industry trends and best practices in design and digital products. Identify opportunities for innovation and improvement.

• UI Excellence & Visual Design

Specialise in crafting visually compelling interfaces that enhance user engagement and retention. Expertise in branding, typography, high-fidelity mock-ups, and iconography. Proficient in industry-standard tools such as

Photoshop, Illustrator, Sketch, Dimension, Stage, After Effect and more Adobe Creative Suite, Figma to deliver functional, aesthetically aligned designs that meet client needs. Recognise the intrinsic link between UI and UX, emphasising the importance of current market design trends and user interaction patterns to create designs that resonate with target audiences.

- **Tech-Savvy Designer**

Strong technical expertise complements my UI/UX design skills, ensuring seamless alignment from concept to development. Proficient in creating interactive demo applications to aid development teams and stakeholders. Skilled in integrating user-centric designs with technologies like JavaScript, Angular, React, Next.js, and Three.js, while optimizing responsive designs for accessibility across platforms. Experienced in working with REST APIs and databases to deliver consistent, engaging user experiences.

PROFESSIONAL EXPERIENCE

Paul Mason Consulting, Vadodara • UI/UX Specialist | SME

2015 - Present

- **Multi-Platform POS System:** Directed the creation of a POS system across iOS, Android, Windows, and Web, implemented in 10,000+ stores globally. Features include transaction management, user authentication, and dynamic store-level theming.
- **Stadium App Revenue Boost:** Designed a stadium app that achieved £1.6M in ticket sales in a single day, optimizing performance and reducing user interaction time for a seamless high-traffic campaign experience.
- **Interactive 3D Retail Experience:** Led the design of a POS system with a 3D jersey customization feature, allowing customers to visualize personalized products before purchase, enhancing accuracy and user satisfaction.
- **Collaborative Retail Design (UK):** Improved UI/UX for a British retailer's management system, enhancing workflows and usability for high-traffic locations like airports and hospitals through user-centric design principles.

Rightway Solution, Ahmedabad • Senior Web Designer

2013 - 2014

- Designed and executed *MobiCommerce*, an e-commerce platform designed for easy configuration, catering to a range of business needs. This platform enables customers to quickly set up and customize their online stores, aligning effortlessly with their unique business ideas.
- Additionally, served as the dedicated web designer for a Washington-based speaker, crafting an engaging website experience tailored to his brand and audience.

August Infotech, Surat • Web-Designer

2012 - 2013

- Spearheaded projects in television software applications, CCTV camera technologies, and educational initiatives, encompassing basic website designs for small businesses to help them connect with their customers. Proficiently utilised WordPress, jQuery, Adobe Creative Cloud (Adobe CC), HTML5, and CSS3 to deliver robust solutions.

JZERO IT Solution, Surat • Graphics and Content Designer

2010 - 2012

- Designed e-learning platform courses with Flash animations for healthcare organizations like Univadis and Merck, helping doctors stay updated with the latest research. Working closely with subject matter experts, ensured 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 (2010 - 2014)

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

Graduation Year (2010 - 2011)

CERTIFICATIONS | 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