

Rajkumar Bhakat

Senior UI/UX and Product Designer

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Visa Status: Employer-Sponsored (Outside India)

Professional Summary

Senior UI/UX Product Designer with 10+ years of end-to-end experience delivering scalable, user-centered digital products across web, mobile, and tablet platforms. Proven expertise in enterprise CRM systems, complex e-commerce and marketplace ecosystems including B2B, B2C, C2C, C2B, B2B2C, D2C, P2P, service, and hybrid marketplaces. Strong background in translating business and technical requirements into intuitive user experiences using data-driven design, usability testing, and accessibility best practices. Experienced in Agile environments, collaborating with cross-functional teams to drive business growth and operational efficiency.

Professional Skills

Research & Analysis: User Research, Design Research, Competitive Analysis, User Interviews, Personas, Journey Mapping, Empathy Mapping, Statistical Analysis

UX/UI Design: Interaction Design, Information Architecture, Visual Design, Wireframes, Prototypes, Design Systems

User Testing & Validation: Usability Testing, A/B Testing, User Feedback Collection

Accessibility & Compliance: WCAG, Accessibility Standards

Product Design: End-to-End Product Lifecycle, Ideation to Launch, Business-Aligned UX

Visual Communication: Typography, Iconography, Data Visualization, Illustration

Agile & Lean UX: Agile, Scrum, Lean UX, Rapid Iteration

Tools: Figma, Sketch, Adobe XD, Photoshop, Illustrator, InVision, Axure RP, Balsamiq, Miro, Mural, UserTesting

Professional Experience

UI/UX Product Designer

Shyam Steel Industries Ltd., Kolkata

May 2023 – Present

- Drove requirements gathering with business stakeholders, analysts, and leadership to define scope, priorities, success metrics, and UX bottlenecks.
- Designed and delivered the **Apna Ghar Customer App**, contributing to multi-million INR revenue growth through a first-of-its-kind bidding module.
- Spearheaded migration and redesign of legacy CRM systems, modernizing Dynamics CRM 1.0 to CRM 2.0 with automated workflows and re-architected UX.
- Owned end-to-end UX/UI design for enterprise CRMs and marketplaces across TMT Rebar, Paint, and E-commerce verticals, improving onboarding efficiency by 40%.

- Translated complex business requirements into user flows, wireframes, prototypes, and high-fidelity UI aligned with technical feasibility.
- Executed User-Centered Design practices within Agile/Scrum teams, actively participating in sprint planning, reviews, and retrospectives.
- Designed and iterated information architecture, low- and high-fidelity wireframes, and interactive prototypes using Figma.
- Directed ongoing UX/UI design for the Macaw Paint App, improving contractor usability, engagement, and task efficiency.
- Designed and optimized multiple marketplace models including B2B, B2C, D2C, P2P, service, and hybrid platforms.
- Collaborated with engineering teams to ensure accurate UI data flows and seamless JSON/API integrations.
- Designed operational modules including task management, delivery tracking, workforce management, and store operations.
- Ensured UX consistency, accessibility compliance, and design system governance across platforms.

Senior UI/UX Designer

Webskitters Technology Solutions Pvt. Ltd., Kolkata

Apr 2021 – May 2023

- Delivered 150+ cross-platform UX solutions across healthcare, fintech, retail, airline, and real estate domains.
- Owned end-to-end product and UX design including research, wireframing, prototyping, and visual design.
- Conducted usability studies and user interviews to inform intuitive, data-driven user flows.
- Partnered with developers, analysts, and product owners to ensure design-to-development fidelity.
- Spearheaded enterprise CRM design systems ensuring scalability, accessibility, and UX consistency.
- Facilitated stakeholder and CRM workshops to align business strategy and user needs.
- Designed Salesforce-focused design systems for federal and enterprise clients.
- Applied Human-Centered Design and Design Thinking practices, increasing user satisfaction by 25%.

Key Project

PropertyZilla – Canada Real Estate Platform (Toronto)

Role: Senior Product / UX Designer — Partner: Webskitters Technology Solutions Pvt. Ltd. Zillow-like real estate platform for the Canadian market enabling property buy, sell, and rent. Owned end-to-end UX/UI design across web, mobile, and CRM dashboards, focusing on map-based discovery, advanced filtering, agent workflows, lead management, and analytics. Delivered a scalable, data-driven experience aligned with North American real estate standards.

Earlier Experience

Senior UI/UX Designer

Itsolz International Pvt. Ltd., Kolkata

Nov 2020 – Mar 2021

- Designed enterprise and government digital platforms for Usha Martin, Lupin Ltd., and Tarakeswar Municipality.
- Directed redesign of CMS.gov projects, improving UX, accessibility, and content discoverability.
- Established Figma-based design systems and reusable UI frameworks.
- Ensured WCAG compliance and accessibility best practices.

Graphic & UI/UX Designer

Webrobust Technologies LLP, Kolkata

Feb 2016 – Oct 2020

- Transitioned from graphic design to UI/UX across responsive web and mobile applications.
- Designed UX for automotive platforms including Maruti Suzuki and Renault Triber.
- Improved engagement by 30% through typography, grid systems, and visual hierarchy improvements.
- Designed game UI and HUD systems using Unity.

Education

Bachelor of Design (B.Des.)

Amity University, Kolkata

Certifications

AI-Powered UX: Next-Gen Product Design 2025 – Udemy

Google UX Design Professional Certificate 2023 – Coursera

Hobbies & Interests

UX Research, Photography, Playing Cricket, Meditation