

# Bhaskar Roy Sarkar

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Results-driven product management professional with a strong background in conversion optimization & UX design. Seeking to transition into an Associate Product Manager role, leveraging expertise in data-driven decision-making, user-centric design, and leadership capabilities to drive successful product outcomes.

## EDUCATION

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### Airtribe

Product Management Launchpad

Hands-on experience and coaching from top industry experts

Among the top 5 performers in a cohort of 80 people

Relevant Coursework: Product thinking, Root Cause Analysis, User Research, Communication, UX Design, Testing, Analytics, GTM, Market Research. Prioritization

Bangalore, Karnataka

April 2023– June 2023

### National Institute of Fashion Technology

Bachelor of Design

Major in Computer Science; Minors in Mathematics and Psychology

Cumulative GPA: 8.8/10

Relevant Coursework: UX Design, Research Methodology, Design Thinking, Web Development, Entrepreneurship & management

Chennai, Tamil Nadu

July 2019–May 2023

### Ghani Khan Choudhury Institute of Engineering & Technology

Diploma in Civil Engineering

Malda, West Bengal

Jul 2016– Aug 2018

## WORK EXPERIENCE

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### Blue Bagels (18-employee startup Agency)

CRO Specialist Design Head

New Delhi, Delhi

January 2022 – Till Now

- Led a dynamic team, managing design requirements for CRO AB testing, audit analysis, and data analytics.
- Streamlined workflows, increasing Design Delivery Quality and Quantity from 4 weekly tests to 16.
- Mentored and trained junior designers, enhancing their skills and contributions.
- We utilized tools like Figma, Notion, Google Analytics, Hotjar, Mouseflow, and survey platforms.
- Collaborated with research and development teams, ensuring seamless coordination and driving improved processes and revenue growth.
- Our team created user-centric experiences based on conversion principles and data-validated research.

### Aditya Birla Fashion and Retail Ltd.

Corporate Communication Intern

Mumbai, Maharashtra

June 2022 – August 2022

- Designed corporate communication collaterals to ensure smooth information flow within the company.
- Conducted research on inter-functioning, business strategies, and corporate leadership.
- Prioritized Team Deliveries and cross-collaboration with internal copywriters and social media team.

### **CaazyMedia.co**

Founder & Project Owner

Coochbehar, West Bengal

June 2022 – August 2022

- Responsible for end-to-end delivery of website design and social media management services.
- Managed clients, team, service pitching, and sales to ensure project success and client satisfaction.

### **HTC Global Services**

UX Design Intern

Chennai, Tamil Nadu

June 2021 – July 2021

- Applied UX design knowledge in a real-life project.
- Developed a product from scratch, implementing essential UX design principles and fundamentals.
- Gained valuable insights and refined skills in practical UX design in a professional setting.

## **SIDE PROJECTS**

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### **Yodda Entrust (Product Design)**

- Led the Product Design collaborating with Yodda research and product team.
- Developed a dashboard web application to manage Yodda parent care subscription.

### **Aum Architect Website**

- Handled Aum Architect's website and technical requirements.
- Revamped tech stack and messaging, providing a scalable solution for the future.

## **ADDITIONAL**

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**Technical Skills:** HTML, CSS, JS, Vuejs, Webflow, Bubble.io, Airtable, Zapier, Figma, Excel, Notion, Google Analytics, Convert, Hotjar

**Other Skills:** Product Management, Conversion Optimization, UX Design, Corporate Communications, Data Analytics, Team Leadership

**Languages:** Fluent in English, Hindi & Bengali

### **Training:**

CXL – CRO Fundamentals & Advance courses

Product School – UX design for Product Manager

Product Design by Google

Coursera – UX Fundamental