

Rehyan Chamayil

UI UX and Product Designer

Summary

I design experiences people love to use. With 9+ years of experience, I’ve delivered B2B SaaS, B2C, and D2C products across startups and enterprise platforms. I focus on usability, user behavior, and data-driven design. My work has delivered measurable impact—including a 96% reduction in support inquiries, a 200% increase in client engagement, a 54% boost in site traffic, and a drop in task completion time from 120 minutes to under 10.

Experiences

Definitive Healthcare (B2B SaaS) | Senior Product Designer

Feb 2024 - July 2025

- Led the creation of a centralized design system across web and mobile platforms, enabling faster iterations, mentoring junior designers, and ensuring cross-platform consistency.
- Partnered with product, engineering, and analytics teams to streamline complex analytical workflows in a data-rich B2B environment.

LiveLike Inc (B2B SaaS, B2C) | Senior Product Designer

Jan 2021 - Feb 2024

- Spearheaded the design of a live-action automation workflow that reduced task time by 90%, increased user retention by 29%, and earned 81% positive feedback.
- Led cross-functional design efforts for role-based access controls, resulting in a 96% drop in support tickets and 90% task success rate.
- Built a user activity tracking system with engagement metrics and behavioral insights, contributing to a 23% revenue increase and supporting product expansion.
- Built and scaled a component library that accelerated POC delivery by 77% and doubled client outreach, improving sales efficiency.
- Launched the "Ask Me Anything" feature for 2M+ users, achieving 98% adoption and a 77% increase in user engagement.
- Initiated and led the redesign of product documentation, reducing support inquiries by 60% and increasing customer satisfaction to 83%.

Prodapt Solution Pvt Ltd. (B2B, B2C) | UI/UX Designer

Aug 2018 - Jan 2021

- Designed an e-commerce platform for Windstream Telecom, driving a 26% increase in customer acquisition and 33% growth in online orders.
- Overhauled the corporate website, boosting traffic by 44% and helping close 3 enterprise contracts in under 6 months.

DevelopScripts LLC | UI/UX Designer & Developer

Mar 2017 - June 2018

Designed and built e-commerce auction platforms and mobile apps for 16+ clients across diverse industries.

Expose Infotech Pvt. Ltd. | UI Designer & Developer

Jan 2016 - Feb 2017

Delivered 12+ responsive websites and apps for clients in E-commerce, EdTech, FinTech, and Healthcare sectors.

Freelancing | Lead Product Designer

- Built a design system and dashboard for a cybersecurity client to improve scalability.
- Designed a website and CRM for a nonprofit, streamlining donor engagement.

Accomplishments

- Reduced task time by over 90% through automation workflows, boosting customer retention by 29% and earning 81% positive feedback.
- Cut support inquiries by 96% by designing an intuitive role management system and improving documentation usability.
- Boosted e-commerce performance with a 54% rise in site traffic and 33% growth in online orders.
- Increased client engagement by 200% and helped acquire 9+ new clients through strategic UX improvements and a scalable widget library.

Education

Diploma in UI/UX Design & Graphic Design

Graphics, Web Designing & Development (G.W.D.D)

Arena Animation - Calicut Branch, India

College

Bachelor of Computer Applications (B.C.A)

University of Calicut – J.D.T. Islam Arts & Science College, Calicut, India

Currently in Dubai

Immediate Joiner

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Key Skills

UX Strategy & End-to-End Product Design

Product-Led Growth & Conversion Optimization

Data-Driven Design & A/B Testing

User Research & Usability Testing

Information Architecture & Journey Mapping

Wireframing & Interactive Prototyping

Design Systems & Atomic Design Principles

Accessibility (WCAG) & Microinteractions

Cross-Functional Collaboration

Behavioral Analytics (GA4, Hotjar, Mixpanel)

No-code Web Development

Tools

Figma & FigJam

Figma Make & Figma Site

Sketch & Adobe XD

Framer & Webflow

Hotjar, Mixpanel & Google Analytics

Zeplin & Maze

Adobe Photoshop & Illustrator

Miro, Notion & Jira

Spline 3D

HTML

CSS

SASS

Bootstrap

JavaScript

JQuery

Certificates

- [Data-Driven](#) Product Research and Design
- [Google Analytics 4](#) Essential Training
- The top 5% Figma expert at [Uxcel](#)
- The top 10% in Accessibility at [Uxcel](#)
- Certified in [UX Research](#)
- Certified in [Design Accessibility](#)
- Certified in [Color Psychology](#)
- Certified in [Design Composition](#)

School

Higher Secondary Education in Commerce

Umbichi Hajee Higher Secondary School, Calicut, India