

Rehyan Chamayil

UI UX and Product Designer | AI UX

Summary

Product Designer with 10+ years of experience delivering banking, fintech, B2B SaaS, B2C, and D2C products across startups and enterprises. I combine creativity, usability, behavioral insights, and data-driven design to simplify complex experiences. In recent projects, I use AI tools to accelerate exploration, prototyping, and iteration.

Experiences

Emirates NBD (Fintech & Banking B2C, B2B) | Senior Product Designer Nov 2025 - Present

- Led the design of an AI-powered Unified RFI platform, enabling AI-assisted RFI creation and response/document validation with True/False Match recommendations, streamlining compliance workflows and reducing manual review.
- Designed an AI-powered call assistant that analyzes customer conversations in real time to detect intent, surface relevant transaction insights, and automate actions such as service requests and lead creation, reducing manual lookup and 10x faster issue resolution.
- Designed next-generation ATM X user flows, transforming traditional ATM interactions into secure, intuitive self-service banking experiences through simplified workflows, contextual microcopy, and robust error handling.

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.
- Designing the CRMX dashboard at Emirates NBD, simplifying complex banking workflows through clear information hierarchy, intuitive navigation, and modern interface design.

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.

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.

Education

Diploma in UI/UX Design & Graphic Design	College
Graphics, Web Designing & Development (G.W.D.D)	Bachelor of Computer Applications (B.C.A)
Arena Animation - Calicut Branch, India	University of Calicut – J.D.T. Islam Arts & Science College, Calicut, India

Working in Dubai

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Key Skills

- Customer & Business Understanding
- UX Strategy & End-to-End Design Ownership
- Product-Led Growth & Conversion Optimization
- Data-Driven Design & A/B Testing
- Qualitative & Quantitative User Research
- User Journey Mapping & User Flow
- Usability Testing & Usability Heuristics
- Information Architecture & Journey Mapping
- Wireframing & Interactive Prototyping
- Design Systems & Atomic Design Principles
- Accessibility (WCAG) & Micro-interactions
- Cross-Functional Collaboration
- Storytelling & Presentations
- Behavioral Analytics (GA4, Hotjar, Mixpanel)
- No-code Web Development
- Generative AI & Prompting

Tools

- Figma & FigJam
- Figma Make & Figma Agent
- Figma Site
- Claude Code & ChatGPT Codex
- Stitch & Higgsfield
- Sketch & Adobe XD
- Framer & Webflow
- Hotjar, Mixpanel & Google Analytics
- Zeplin & Maze
- Miro, Notion & Jira
- Spline 3D, Protopie & After Effects
- Adobe Photoshop & Illustrator
- 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](#)

School
Higher Secondary Education in Commerce
Umbichi Hajee Higher Secondary School, Calicut, India