

Rahman Malik

Senior Product Designer (AI-Native) | 0→1 Builder | Enterprise & SaaS

Professional Summary

I design AI-powered systems for decisions that matter. Over the past 9 years I've built products from 0→1 often as the first or only designer. Shaping everything from early product direction to scalable systems.

Most recently I led design on an AI assessment platform used by thousands each month, increasing completion from 62% to 78% and reducing hiring review time by ~30%.

Most AI products are fast but not trusted. People double check everything and the benefit disappears. That's where products break and where I focus. I design for trust so people can rely on AI when it matters.

I'm at my best when things are unclear, turning messy ideas into something people can actually use. It's where things get interesting.

Key Skills & Tools

AI & Product Thinking:

AI-powered UX & workflow design
Human-AI interaction
Behaviour change & adoption design
Data-informed decision making

Design & Execution

0→1 Product Design (Discovery → Delivery)
Rapid prototyping & validation
Design systems & scalable UX
Complex workflow simplification

Collaboration & Leadership

Cross-functional leadership
Workshop facilitation & alignment
Stakeholder storytelling
Mentorship & design culture building

Tools

[Figma](#) (Advanced prototyping, variables, systems)
[ChatGPT/Claude](#) (UX thinking, flows, rapid iteration)
[Maze](#) (User testing & validation)
[Notion](#) (Product thinking, specs, async collaboration)
[Jira](#) (Delivery & sprint alignment)

Experience

Senior Product Designer (AI Workflows)

ProblemShared | Remote | Contract | Apr 2026 – Present

Introducing AI into clinical workflows at a practitioner led digital health platform.

- Leading the introduction of AI into core clinical workflows
- Defining interaction patterns for AI-assisted decision-making
- Partnering with clinicians to design for trust in high-stakes environments
- Rapidly prototyping and validating AI concepts to shape product direction
- Mentoring and supporting a designer to raise quality and consistency across AI work
- Aligning leadership on how AI is introduced across the product, not just features
- Establishing principles for safe, transparent AI use in clinical contexts
- Bringing AI into the product development workflow to accelerate exploration and delivery

Senior Product Designer (AI Platform)

Sova Assessment | Remote | Sep 2023 – Jan 2026

First and only designer responsible for building a modern AI-powered candidate assessment platform used by global organisations

- Led 0→1 design of an AI assessment platform, turning complex data into clear insights
- Delivered AI summaries, reducing review time ~30% and boosting decision confidence
- Increased completion from ~62% → ~78% through clearer guidance and transparency
- Built the design function from scratch, including research, systems, and ways of working
- Designed end to end journeys across a complex, data heavy enterprise SaaS platform
- Partnered with CEO and Product leadership to shape strategy and prioritise high-impact work
- Created a scalable design system, improving consistency and delivery speed
- Embedded rapid experimentation and validation into the product lifecycle

Senior Product Designer (AI Healthcare)

Cinapsis | Apr 2022 – Jun 2023

Owned design across web and mobile for NHS-used clinician tools, including an AI-powered dermatology triage product.

- Designed AI clinical workflows balancing efficiency, trust, and control
- Made AI outputs explainable and usable in high-risk environments
- Streamlined GP/specialist referrals, reducing care delays
- Built scalable cross-platform design system
- Aligned teams through clinical workflow workshops
- Introduced design processes and metrics to drive better decisions

Senior Product Designer

Reachdesk | Remote | Aug 2021 – Mar 2022

Joined the product team to enhance enterprise readiness and scale design quality across logistics workflows and user experiences.

- Partnered with PMs to shape the roadmap and prioritise user impact.
- Designed and launched a new design system, improving scalability and consistency.
- Conducted user research to uncover pain points and guide data-driven improvements.
- Facilitated alignment workshops with senior leadership and engineering teams.
- Embedded design into agile workflows for faster, more cohesive delivery.
- Introduced design rituals and team-building sessions to strengthen collaboration.
- Supported design hiring, helping expand and mature the design function.

Product Designer

Acacium Group | Remote | Mar 2020 – Aug 2021

Joined the product team to design and deliver health-tech products supporting patients and clinicians, including a Type 2 Diabetes care app.

- Partnered with the Product Director to shape the roadmap and prioritise user-centred features.
- Led design sprints to rapidly prototype, test and refine patient and clinician workflows.
- Designed Type 2 Diabetes management app, improving care and remote monitoring.
- Conducted user testing to gather real world insights and inform data driven decisions.
- Built unified design system for iOS and Android apps, ensuring visual and functional consistency.
- Streamlined UX processes, boosting efficiency and collaboration across teams.
- Facilitated remote workshops and learning sessions to promote design thinking company wide.

Product Designer

Workshare | On-site | Aug 2017 – Oct 2019

Joined the product team to simplify complex enterprise workflows and deliver clear, user-centred design across web, desktop, and mobile platforms.

- Translated abstract product ideas into intuitive, user friendly experiences.
- Simplified complex enterprise workflows into elegant, usable flows.
- Designed and prototyped concepts to clearly communicate interaction and intent.
- Conducted usability testing to validate designs and improve user satisfaction.
- Partnered with PMs and engineers to ship well crafted, customer focused features.
- Co-created a new design system and style guide to unify visual language.
- Presented design solutions and insights to senior stakeholders.

UX Designer

Pinnacle Sports | London (Hybrid) | Jun 2016 – May 2017

Joined the UX team to improve customer journeys across sports analytics tools through research driven design and rapid prototyping.

- Designed user flows and wireframes that simplified complex betting experiences.
- Collaborated with the Information Architect to refine end-to-end UX processes.
- Conducted user research and persona development to guide design decisions.
- Created and tested interactive prototypes to validate usability and conversion impact.
- Worked with conversion specialists to optimise key user journeys and site performance.
- Presented UX insights and recommendations to stakeholders for data-driven improvements