

Rehan Khan

Co-founder & Head of Design

rehan.khan@raiofficial.com · raiofficial.com · linkedin.com/in/rehankhan7 · rehankhan.co.uk

Summary

Product design leader with experience across B2C and B2B platforms spanning fintech, banking, PropTech, and e-signature technology. Co-founder and Head of Design at Rai, a Dubai product consultancy, setting design direction and standards across client engagements. Previously led design system builds and UX overhauls for consumer and enterprise products, including ADCB's Mobile and Internet Banking app serving millions of customers, and Wahed's investor platforms, which raised £3.2M across 14 crowdfunding deals. Combines strong design systems expertise in components, tokens, naming conventions, and governance with AI-accelerated workflows using Claude and Figma MCP to speed up design-to-code delivery. Focused on shipping measurable, user-centred product experiences.

Experience

Rai, Co-founder / Head of Design

Dubai, UAE · Aug 2026 – Present

- Co-founded a product consultancy taking clients from strategy through design to delivery as one team, with a focus on establishing the product's direction before scoping the build.
- Set design direction and quality standards across all client engagements, covering product strategy, design systems, and bilingual English/Arabic interface design.
- Built the design practice from scratch — process, design system foundations, and AI-accelerated delivery using Claude, Claude Code, and Figma MCP.
- Own client relationships end to end, translating commercial goals into product decisions and presenting design rationale to founders and senior stakeholders.

Property Finder, Senior Product Designer

Dubai, UAE · Jul 2025 – Aug 2026

B2C Platform: Consumer-Facing Web & Mobile

- Led end-to-end redesign of the Home, SERP, and Product Listing Page (PLP), improving discoverability and engagement through a data-informed UX overhaul.
- Delivered a Maps redesign that enhanced spatial search UX and drove measurable uplift in listing interactions.
- Improved overall UX and visual UI quality across B2C touchpoints, resulting in positive metric uplifts across key user flows.
- Utilised Claude and Figma MCP for rapid prototyping and real-time design-to-code validation across consumer-facing touchpoints.

B2B Platform: Agent Dashboards & App

- Redesigned the agent-facing dashboards and mobile app, streamlining workflows for stock acquisition, lead management, and sales conversion.
- Improved UX and UI consistency across B2B tools, enabling agents to work more efficiently and reducing friction in day-to-day operations.
- Built and maintained internal design tools independently using Claude Code, reducing reliance on engineering resource and shortening delivery timelines.

ADCB, Senior Product Designer (Contract)

Abu Dhabi, UAE · Dec 2024 – Jul 2025

ADCB Mobile & Internet Banking

- Led a comprehensive UX and UI uplift of ADCB's Mobile and Internet Banking app, aligning design across Conventional, Islamic, and Private banking propositions for millions of customers.
- Revamped the design system with updated components, standards, and tokens, leveraging Claude to accelerate delivery and establish a scalable foundation ahead of a full platform launch.

Wahed, Senior Product Designer

London, UK · Oct 2022 – Dec 2024

- Raised £3.2M across 14 crowdfunding deals (Real Estate & Ventures) by designing intuitive investor flows that drove trust, engagement, and participation.

- Launched the UK's first in-app Waqf, raising £150K in two weeks, and designed a gold-backed banking interface grounded in validated user research.
- Scaled the design system with comprehensive guidelines, naming conventions, custom components, and semantic tokens across the full Wahed product suite.

Ascertia, UI/UX Designer

London, UK · Jul 2020 – Oct 2022

SigningHub: E-Signature & Document Approval

- Overhauled SigningHub's platform, increasing user engagement by 40% and reducing onboarding time by 25%.

Blackbox co., UI/UX Developer

Surrey, UK · Dec 2019 – Feb 2020

- Contributed to the design and development of a Digital Rail Customer Information System (CIS), crafting tailored interfaces to improve passenger experience and operational efficiency.

Skills

- **Design Systems:** Component libraries, semantic tokens, naming conventions and governance, scalable multi-brand foundations, design-to-dev handoff
- **AI-Driven Execution:** Claude, Claude Code, Figma MCP, AI-accelerated prototyping and code iteration, design-to-code validation
- **Platform & Product Design:** B2C and B2B web & mobile, banking and fintech interfaces, agent and internal dashboards, investor platforms
- **Tools:** Figma (components, variants, auto-layout, tokens)
- **Leadership:** Setting design direction and standards, design practice and process build-out, client and stakeholder management, mentoring and design critique
- **Domains:** Fintech, Islamic finance, PropTech, banking, e-signature and document workflow, transport tech

Education & Training

- BSc Computer Science, University of Reading · 2017–2020
- UX Design Certificate, Google · 2022
- Google AI Essentials Certificate, Google · 2024
- Google Project Management Certificate, Google · 2024