

SHAIK MOHAMMED RAFI

Creative Director | Design Manager | UX/UI Designer | Healthcare AI

Portfolio: rafimit.com

Hyderabad, India | Open to remote, full-time and part-time roles (global)

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PROFESSIONAL SUMMARY

Creative Director and Design Manager with 20 years of experience in digital product design, specializing in healthcare software and AI. Led design at Mahathi Software from 2015 to 2026 across six healthcare products, two of which were acquired: HealthGrid by Allscripts (2018) and care.ai by Stryker Corporation (NYSE: SYK, Fortune 500) in 2024. Leads UI designers, front-end developers and data-labeling teams; builds design systems for web, iOS, Android and large clinical displays; designs for accessibility (WCAG 2.1 AA). Also directs AI short films on two YouTube channels. Seeking remote Creative Director and Design Manager roles.

CORE SKILLS

Creative Leadership: Creative Direction, Design Strategy, Design Management, Team Leadership, Mentorship, Art Direction, Stakeholder Management, C-Suite Collaboration

Product and UX Design: End-to-End UX/UI Design, Product Design, Information Architecture, Interaction Design, Wireframing, Prototyping, User Journey Mapping, Design Systems, Icon Systems

Healthcare and AI: Clinical Workflow Design, Ambient AI Patient Monitoring, Virtual Care Platforms, Command Center Dashboards, Real-Time Alert Design, AI/ML Interface Design, Data-Labeling Interfaces, HIPAA-Aware Design, Patient Engagement

Accessibility and Quality: WCAG 2.1 AA, Color-Independent Status Design, Keyboard Operability, UX Reviews, Design QA, Design Specifications

Brand and Visual Design: Brand Identity, Visual Storytelling, Logo Design, Brand Guidelines, Illustration, Key Art, Trade Show and Conference Design, Product Films and Animated Walkthroughs

AI Filmmaking: Concept Development, Scriptwriting, AI Storyboarding, Prompt Engineering, AI Image Generation, AI Video Generation, AI Voice and Music, Sound Design, Color Grading, Video Editing

Tools: Figma, Adobe XD, Photoshop, Illustrator, Premiere Pro, After Effects, ChatGPT Image Engine, NanoBananaPro, Kling 3.0, Veo, Epidemic Sound

Front-End: HTML5, CSS3, JavaScript, jQuery, Bootstrap, Ionic Framework

Platforms: Web Applications, iOS, Android, Enterprise Systems, Hospital Kiosks, Large-Format Clinical Displays

PROFESSIONAL EXPERIENCE

Creative Director | Mahathi Software

Feb 2015 - May 2026

Products designed: care.ai, HealthGrid, Andor Health, FlipRx, Docuracy, CareTab

- Led design from concept to scale across six healthcare products, from patient engagement to ambient AI, with design systems for web, iOS, Android and large clinical displays. Two products were acquired: HealthGrid by Allscripts (2018) and care.ai by Stryker Corporation (Fortune 500) in 2024.
- care.ai (2018 - 2026):** Creative Director and UX/UI design lead for an ambient AI patient-monitoring platform spanning the sitter wall, ambient monitoring console, command center, virtual care and mobile. Designed alert tiers where status never relies on color alone. Stayed through the Stryker acquisition (announced Aug 2024, completed Sep 2024) and into integration, in a support role until May 2026.
- Built and governed the care.ai design system: a versioned 255-icon webfont, a single type scale for five viewing distances, and semantic color rules, documented as specifications and reviewed before release.
- Delivered 100+ care.ai creative deliverables accepted with minimal revision.
- Led UI designers, front-end developers and a data-labeling team: set quality benchmarks, ran UX reviews and mentored designers to own modules end to end. Worked daily with AI/ML engineers, clinical advisors, solution architects, hospital clients and C-suite executives.

- Designed AI/ML data-labeling interfaces and curated image and video datasets for computer-vision model development.
- **HealthGrid (until the May 2018 acquisition):** Creative Director and UX/UI design lead for a no-login patient engagement platform on tablet, phone and text link: Check-In, CareNotify, CareNarrative and Discharge. Client-reported results published in HealthGrid collateral: \$1.2M projected annual savings from electronic check-in (Miami Children's) and 36% fewer rejected claims over two months (Community Health Systems).
- **Andor Health (Mar 2019 - May 2023):** Lead Product UX/UI Designer and design team lead for a virtual care platform where clinicians build personalized digital care pathways; delivered web, iOS and Android apps, the website and the design system in Adobe XD. Design work spanned Microsoft Teams integration (2020), Hospital at Home (2022) and Azure OpenAI (2023).
- **CareTab and Docuracy (2025):** Creative Director and design lead for CareTab, a patient financing app and portal for dental practices, and Docuracy, a hospital kiosk and web flow for medical records requests.
- Produced product films, animated walkthroughs and brand experiences for HIMSS, MGMA, HLTH and NAHAM trade shows.

Freelance Design Contractor and Consultant | Pixelarity (formerly Arix Media), Musecomm, Dataken 2010 - 2015

- Designed 120+ responsive HTML5 and CSS3 website templates for Pixelarity (formerly Arix Media) as a freelance UI/UX designer.
- Delivered brand identity, web design and consulting for Musecomm, and UX direction for an AI network-monitoring platform at Dataken.
- Across 2008 to 2015, delivered 685 websites and templates (408 client websites and 277 templates) in 29 industries, including corporate, healthcare, finance, e-commerce and technology.

Web Designer | Primus Global Solutions, ColorPixel Webmedia, Sparsh Communications (Sanghi Group) 2006 - 2009

- Designed corporate identity, websites and enterprise application interfaces for three employers; built front-end code in HTML and CSS with development teams.
- Created C-suite presentations, trade booth visuals and conference materials; maintained visual consistency across all digital properties.

AI FILMMAKING AND CREATIVE PRACTICE (INDEPENDENT)

Producer and Director | @IamSilentSeeker (English) and @connecttelugumedia (Telugu) Ongoing

- Produce and direct 16 original AI-generated short films on two YouTube channels, exploring identity, culture, philosophy and history.
- Own the full production pipeline: concept, scriptwriting, AI storyboarding, character sheets, scene and shot design, AI image and video generation (ChatGPT Image Engine, NanoBananaPro, Kling 3.0, Veo), AI voice and music, sound design, color grading and editing in Premiere Pro.
- Engineer repeatable prompt workflows for consistent characters, cinematic style and visual coherence across multi-scene films.

EDUCATION

M.Sc. Information Technology | Manipal Academy of Higher Education, India 2001 - 2003

LANGUAGES

English (Fluent), Telugu (Native), Hindi (Professional), Kannada (Professional), Urdu (Professional)