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The Last Human Designer | Poet of Spaces

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Rahil's Design Philosophy

First Things First

You might be wondering why this needs to exist ?

If you are a recruiter/employer or a client who wishes to work with me, I think its only fair you learn why I do what I do. What moves me. What design process do I follow.

This document exists to provide answers to those questions and more. If you wish to read about the companies I have worked with and the projects I have completed and shipped, download the resume doc on my website instead, its below this one.

Oh and the reason why this is in the pdf format and not directly on my website is because I wanted you to dedicate some time specifically for this. I hand-drafted/designed this with care, it deserves attention. You might feed this doc to an AI to save time and summarize, but you are still giving me that attention. (You will miss details through that, better you read it.)

About Me

Hi, I am Rahil. I am a designer. Previously I would have described myself as a product designer specializing in UI/UX, particularly in leading 0 to 1 software for companies in the B2B space. But these titles are for contracts, resume and they look good on your LinkedIn profile. The truth is that a designer is a designer period. To confine and to limit that person to industries or domains is a disservice that aims to stifle the potential of that person.

As the late Italian designer Massimo Vignelli used to say - *"Design is one. If you can design one thing, you can design everything."*

I personally refer to myself as "The Last Human Designer", alluding to my human-centric design process in the modern world of AI. I am not Anti-Technology, I just believe that the process decides the reception of the product. Things made with love and care will represent that core ingredient, the opposite is also true. I design with love and care and I enjoy each part of the design process, delegating these tasks to automated machines is not to my liking and never will be. Every letter in this document was typed by me. (More is under *AI Use*)

I graduated in Information Technology in 2020, I have decent experience in hard-coding HTML/CSS websites, but more prominent was my love for designing so I transitioned to this instead. I started as a freelancer, got scammed a few times in that space then landed an internship which turned into a full time role. I was the sole designer in a startup environment and since then I have led end to end design for B2B, B2B2C, D2C products & more.

My Design Philosophy - Responsibility

I believe design is a profession of great responsibility. Badly designed works cause frustration for end users and great, well-thought out works provide ease and satisfaction.

The end user that will finally interact with a piece of design through software or visuals or otherwise, is the target audience and all effort is directed to pleasing them. It is on this principle that businesses grow and thrive and avoiding the grievances of the end user will cause the fall of even the strongest empires.

My job will always be caring for the final user and making sure their needs and wants aligns with client goals. For an audience that is more oriented towards minimalism, designing flashy visuals won't do the trick, and vice-versa.

My Design Philosophy - Systems & Care

I design methodically and systematically taking the utmost care in the process.
It starts with understanding client needs and end-user requirements to identify the problem. Then drafting the appropriate design solutions to help solve that problem. This then becomes an iterative process until that solution is ready to be tested by a user. Based on feedback the loop starts again.

If the product is one-off (like a visual design - wallpapers, posters etc), the cycle ends at some point, but for large scale complex products like B2B systems which several parties continue to rely on daily, that process may essentially never end, it will simply be replaced by smaller problems and subtle solutions as time goes on.

With this I also want to mention that I believe that the process makes the product, skipping over even the tiniest detail here will result in an incomplete design.

AI Use & Ethics

I don't use AI for designing as I genuinely enjoy the design process. As I have mentioned, I am very process oriented, asking me to type a prompt and generate something is not only disrespectful to me, but also to the very industry we operate in. Design is deeply human and AI can never replace us.

Using it for user research etc, may be fine, but I would always prefer a hands-on approach. Ask real users and get real feedback instead of mock simulations.

This doesn't mean that I won't work for an AI oriented company, it simply means that I won't use AI to deliver results on my end. That being said, the AI company still needs to be ethical.

When it comes to clients I want to work with meaningful, responsible clients that aim to make the world a better place. My design holds value and I won't provide my services to alcohol, tabacco, gambling products/brands, I would never do that even for a billion dollars. I mean it.

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Why Do I Do This

My university website was a pain to use. My role as a designer is always to look out for the end user. Make their lives a little easier, it is my gift to the world.

The Last Human Designer isn't some catch-phrase. I am the only designer in the age of AI asking the right questions - "Does this need to exist ? In this way ? Who does this benefit ?"

On the personal front, design is also a side of my artistic self-expression.

My Strengths

I am the best when it comes to meaningful minimalism, functional aesthetics, storytelling, turning limitations into creativity, 0 to 1 product design, UI/UX, presentation, communication, typography, accessibility, prototyping, mapping out user-flows and info architectures, all types of 2D visual design (social media, posters, marketing campaigns, album art, logos, wallpapers etc), empathy, detail orientation, conceptual thinking, websites, apps, SaaS products and other types of software experiences. I am also good at photography and blending that.

The biggest thing I bring to the table is refined taste.

Where I Am Decent, But Want To Get Better

Motion design. (This limitation can also be turned into creativity)

Where I Have Zero Experience

Anything 3D. With the right project, I will definitely learn that too.

Why You Should Give Me Your Next Project

Simply because I would care about it like it was my own. I am passionate about my craft. That combo, plus everything else I have stated above makes me a standout talent in the market. You won't find this level of authenticity and love for design elsewhere.

Email's at the top right corner ;)

Thank You. The End.