HENAN MALIYAKKAL

Creative Strategist · Systems Builder · Design × AI × Growth



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PROFILE

Creative strategist and systems-minded builder with ~6 years of experience spanning design, AI-powered workflows, AEO/SEO growth, content operations, customer experience, and quality systems. I turn ambiguity into structured, scalable systems — pairing taste with operating rigor to ship outcomes, not just artifacts.

HOW I WORK

01 · THINK

Creative Strategy

Frame fuzzy problems, find the sharpest angle, design the narrative and the experiment behind it.

02 · DESIGN

Systems & Craft

Translate strategy into design systems, prompt systems, and workflows that compound team velocity.

03 · BUILD

Ship & Iterate

AI-assisted operations, QA loops, and growth experiments measured by signal, not vanity.

EXPERIENCE

Styldod, Inc.

Apr 2024 – Present · Bengaluru

Associate Applied AI Builder

- Build systems across design, AI, CX and growth — improving accuracy, usability, and business outcomes of AI-driven design workflows.
- Lead quality and process improvements that make standards scalable and less manual across cross-functional delivery.
- Drive AEO/SEO and content-led growth by aligning content structure with user intent, discovery, and conversion.

Styldod, Inc.

May 2023 – Apr 2024

Design & Quality Specialist

- Built review systems and refined standards that raised design quality and aligned outputs with customer expectations.
- Coordinated cross-functional workflows to improve delivery reliability across high-volume production.

Styldod, Inc.

Oct 2020 – Apr 2023

Design Lead · 3D Interior Designer / Virtual Stager

- Owned team coordination, output standards, and design quality across real-estate visualization workflows.
- Delivered client-ready virtual staging under production timelines — foundation in craft, quality, and customer empathy.

SELECTED IMPACT

10
AVG SEARCH POSITION
from 18.7 — non-brand discovery via structured AEO/SEO and intent-aligned content.

127
ORDERS SHIPPED
helped scale the PlanOmatic partnership from pilot to recurring production.

1.5K
STAGED IMAGES
delivered through AI-assisted workflows with built-in QA and standards.

16K
INVOICED UNITS
documented production volume operating with reliability and speed.

- Architected an SEO/AEO content growth engine: prompt systems, publishing workflows, QA loops, and multi-channel distribution experiments across blog, Reddit, Quora, and YouTube.
- Designed an AI-assisted content workflow that standardized quality checks, lifted team efficiency, and increased experimentation velocity.
- Translated craft instincts from interior design into operating systems — making taste a repeatable, teachable process.

TOOLKIT

STRATEGY	Creative Strategy · Problem Framing · Narrative · Experimentation · Performance Thinking
SYSTEMS	Workflow Design · AI-Assisted Ops · Prompt Systems · Quality Systems · Process Optimization
CRAFT	Design Systems · Visual Design · 3D / Virtual Staging · Content Strategy · AEO / SEO
OPERATE	Cross-Functional Leadership · Team Coordination · CX · QA Loops · Stakeholder Alignment

EDUCATION · PHILOSOPHY

B.Sc. Interior Design
Bharathiar University · 2013 – 2016

OPERATING PRINCIPLE

"Taste is the strategy. Systems are how it scales."

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