Al Amin Shadhin

Senior Product Designer

Product UX/UI, iOS experiences, design systems and branding

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PROFESSIONAL PROFILE

Senior Product Designer with 10+ years shaping SaaS and mobile experiences, design systems and brand identities. Lead TicketCo product redesign work through Cefalo, collaborating with stakeholders in Norway and teams in Ukraine and Dhaka. Connect research, interaction design and visual craft to functional prototypes, accessible interface patterns and engineering handoff.

$24M+ Company funding during tenure | 165M Ridmik users: from 10M | 12+ Norwegian and global clients

PROFESSIONAL EXPERIENCE

Senior Product Designer | Cefalo

Sep 2023 - Present | Dhaka, Bangladesh | Concurrent client assignments

TicketCo was the primary assignment (approximately 80%); Snapper, Flip, Wirescan and internal work shared approximately 20%. Assignments overlapped.

TicketCo Web 2.0 | Bergen, Norway: Led React-based ticketing UX around WCAG 2.0 AA requirements; aligned Norway stakeholders with Ukraine and Dhaka teams.

Snapper | Oslo, Norway: Designed learning journeys and Ant Design-based Figma components, with accessible navigation, forms and feedback.

TicketCo FLY | Bergen, Norway: Designed iPhone, iPad and Mac AI workflows using Apple HIG, with readable layouts and clear approval and recovery states.

Wirescan | Trollåsen, Norway: Designed cable-diagnostics UX with readable inspection data, meaningful labels and non-colour status cues.

Flip | Oslo, Norway: Designed renovation journeys and Element Plus components, with labelled forms, validation and progress feedback.

Cefalo internal products | Dhaka, Bangladesh: Designed HR/recruitment forms, labels and validation; created brand guidelines and human-reviewed content-to-CRM prototypes.

Senior Product Designer | Ridmik Labs

Aug 2018 - Sep 2023 | Dhaka, Bangladesh | Consumer mobile products

- Led product UX/UI for Ridmik Keyboard, Boitoi, Dovashi, Ridmik News and Builderoo: typing and personalization, eBook discovery/purchase/reading, language learning, Bangla news and e-commerce storefront tools.
- Used interviews, surveys, store reviews and usability feedback to shape flows and interface decisions; collaborated with engineering on Android and iOS experiences and reusable design foundations.
- Contributed design work during Ridmik Keyboard growth from 10M to 165M users, a product-level milestone achieved by the wider team.
- Separate Ridmik Labs game-design assignment: Rickshaw Rush - mobile controls, player feedback, HUD and gameplay prototyping.

Lead UI/UX Designer | TiCON System

Jan 2018 - Aug 2018 | Dhaka, Bangladesh

- Designed RabbitholePrime streaming discovery, subscription and local-payment journeys; worked with engineers on client product interfaces.

UI/UX Designer | InfoSapex Limited

Sep 2016 - Dec 2017 | Dhaka, Bangladesh

- Mapped business workflows and designed wireframes and interfaces for Digiflow, Ligo PMS, BMS and Amarroom, spanning workflow, hotel operations and travel.

INDEPENDENT PRODUCT PRACTICE

Founder & Product Designer | OFPIXEL LLC | App Store | Google Play

2020 - Present | Independent product practice alongside employment

Lead discovery, UX/UI, branding and functional prototyping for independent products. Use implementation tools to validate design intent and interaction behavior.

SeatMapOS | Venue and booking product

Designed connected venue authoring, seat comparison and booking flows with 2D/3D interaction studies. Checkout payments remain simulated while validating venue creation, availability and booking coordination.

Vital | Native iOS wellness product; private beta

Designed navigation, reusable SwiftUI interface patterns, permission flows and health-data states that distinguish observations, estimates and missing information.

Mocko | Live screenshot and 3D mockup studio

Shaped the editor experience for device mockups, camera and timeline controls, and App Store and Google Play screenshot presentation.

CORE SKILLS

Product design: Discovery, user research, information architecture, user flows, interaction design, usability testing, responsive and native mobile UX/UI.

Design systems and branding: Figma libraries, components, variants, tokens, documentation, identity, typography, guidelines and engineering handoff; Illustrator, Photoshop and After Effects.

iOS and accessibility: Apple HIG, gestures, permission and error states. WCAG 2.2 AA, EN 301 549, WAI-ARIA and ISO 9241-210 design references; supplemental APCA readability checks.

Interaction design & prototyping and prototyping: Figma, ProtoPie, SwiftUI, React/TypeScript, Unity/C#, Spline, Blender, AR/VR, WebXR and Three.js for functional prototypes and implementation review.

AI workflow prototyping: Human-reviewed AI interaction, content-to-CRM workflows, HubSpot, MCP and tool calling; Cloudflare services as prototyping infrastructure.

Collaboration: Stakeholder communication, cross-functional alignment, design critique, remote collaboration, design trade-offs and implementation feedback; FigJam, Miro and Jira.

EDUCATION AND PROFESSIONAL DEVELOPMENT

BSc in Computer Science & Engineering (CSE) | 2019 | Daffodil International University, Dhaka, Bangladesh

Institution status: H+ in anabin (Daffodil International University).

Atlassian Agile Project Management Professional Certificate (2024); Mobile Application Development in Android, IAC, BUET (2016); ProtoPie 101.

LANGUAGES AND WORK PREFERENCES

English: professional working proficiency. Bangla: native.

Based in Dhaka; open to full-time, contract, remote and relocation opportunities.