

Al Amin Shadhin

Senior Product Designer

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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

CORE SKILLS

Product UX & research

User research, usability testing, data analysis and interaction design.

Design systems & brand

Figma libraries, design tokens, branding and accessible UI.

Interaction design & prototyping

Spline, Blender, ProtoPie, SwiftUI, Unity and WebXR prototypes.

EXPERIENCE WITHIN CEFALO

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 the Web 1.0 to 2.0 redesign and React design system around WCAG 2.0 AA requirements. Defined event setup, ticket sales, analytics, responsive layouts, focus and validation states; aligned Norway stakeholders with Ukraine and Dhaka teams.
Snapper Oslo, Norway	Designed corporate-learning journeys and an Ant Design-based Figma library. Defined readable hierarchy, accessible navigation, form validation and feedback states, with component references for engineering handoff.
TicketCo FLY Bergen, Norway	Designed AI assistant and multi-agent workflows for iPhone, iPad and Mac using Apple HIG. Defined clear control labels, readable layouts and approval, recovery and feedback states for human-reviewed actions.
Wirescan Trollåsen, Norway	Designed industrial cable-diagnostics and maintenance workflows. Structured inspection data with readable hierarchy, meaningful labels and non-colour status cues; connected product interfaces, design-system components and brand consistency.
Flip Oslo, Norway	Designed renovation journeys and an Element Plus-based interface system. Broke complex tasks into clear steps, with labelled forms, validation, progress feedback and recovery states documented for handoff.
Cefalo internal products Dhaka, Bangladesh	Designed HR and recruitment portals for attendance, leave, travel NOCs and candidate tracking. Documented field labels, validation and feedback states; created brand guidelines and human-reviewed content-to-CRM prototypes.

PRIOR TO JOINING CEFALO

Senior Product Designer
Ridmik Labs
Aug 2018 - Sep 2023

Led Android/iOS UX for Ridmik Keyboard, Boitoi, Dovashi, Ridmik News and Builderoo. Used interviews, surveys, store-review analysis and usability feedback to refine product journeys. Contributed during Keyboard growth from 10M to 165M users, a shared team outcome. 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

Designed RabbitholePrime streaming, live-TV and local-payment journeys; emphasized clear content hierarchy, subscription steps and payment feedback in collaboration with engineering.

UI/UX Designer
InfoSapex Limited
Sep 2016 - Dec 2017

Mapped business processes into Digiflow forms, Ligo PMS hotel operations, BMS board governance and Amarroom booking; defined consistent layouts, field labels and validation states.

CAPABILITIES

Product design
Research, user flows, interaction design and usability testing.

Design systems and branding
Figma libraries, tokens, visual identity and handoff.

iOS and accessibility
Apple HIG, WCAG 2.2 AA, WAI-ARIA, EN 301 549; supplemental APCA readability checks.

Functional prototyping
Spline, Blender, ProtoPie, SwiftUI, Unity and WebXR.

AI workflow prototyping
HubSpot, MCP, tool calling and human-reviewed AI workflows.

Collaboration
Stakeholder alignment, design critique, remote teams and Jira.

INDEPENDENT PRODUCT PRACTICE

Founder & Product Designer | OFPIXEL LLC

2020 - Present | Independent product practice alongside employment

SeatMapOS
Venue and booking product

Use 2D/3D prototypes to assess venue, seat-selection and booking clarity. Define availability/hold feedback; demo payments remain simulated.

Vital
Native iOS wellness product; private beta

Design iOS wellness and permission flows with readable health-data states; distinguish observations, estimates and missing data in reusable SwiftUI prototypes.

Mocko
Live screenshot and 3D mockup studio

Prototype mockup, camera/timeline and export flows, using clear control hierarchy and preview feedback for App Store/Google Play presentation.

Published apps
iOS & Android portfolio

App Store · **Google Play**
OFPIXEL LLC publisher portfolios.

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 (2024); Android development, IAC/BUET (2016); ProtoPie 101.

LANGUAGES

English: professional working proficiency. Bangla: native.

WORK PREFERENCES

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