

Ralph Sena

Ten years designing software products. Most of them at Beans, where I joined as the first designer, grew a Shopify loyalty plugin into a full retention platform, then made the case for cutting it back to simplicity, and led the design team.

ralphsena.com · Cotonou, Bénin · French & English

EXPERIENCE

Beans

Product designer · from 2019

Joined at an early stage as the first designer. Grew it from a Shopify loyalty plugin into a full retention platform, then argued for cutting features and rebuilt it around simplicity. Led two junior designers and set up how they were onboarded.

trybeans.com ↗

Freelance

Product designer · On and off since 2018

Design work taken on between other things, for clients spread across several countries and time zones.

Atelier Paon

Designer · 2016 to 2018

A design and advertising agency, and where it started. Layout, composition, and the fundamentals I still work from.

Koin Koin Vélo

Owner · Since 2023

Bike rental and tours in Cotonou. Digital product thinking applied to a business that runs on people, with a team of five to train and keep sharp.

koinkoinvelo.com ↗

DETAILS

Based in

Cotonou, Bénin (GMT+1)

Works in

French & English