Tidjane Tall

Design engineer & product lead | San Francisco

tidjane.ai Contact LinkedIn

For 15+ years, I've worked across product design, design leadership, and engineering. I love prototyping with code and spending time with users to make products more useful and enjoyable.

My work spans a startup's first product, the full OS experience for a new Amazon device, an AI creative workflow builder at Adobe, and generative content tools for Shopify merchants.

Experience

Sapiom Founding Design Engineer Jun 2026 - Present

Led product design, UX/UI and frontend engineering through Sapiom's $35M Series A launch. Designed agent customization, runtimes, tool integrations and workflow automation. Rebuilt the UI, design system, website and interactive demos; led launch creative direction. Partnered with founders and engineers on strategy, AI-native prototypes and MVP features.

Amazon UX Design Lead Sep 2025 - Jun 2026

Designed Amazon Photos experiences for saving, sharing and revisiting memories across the app, Alexa, Fire TV and Echo.

Adobe Product Design Lead, GenAI Nov 2023 - Oct 2025

Led design for Adobe Firefly's enterprise creative tools, from image generation and bulk editing to model-training workflows. Designed reusable controls for brand styling, multi-prompt generation and workflow automation. Worked with research, product and engineering to test enterprise use cases and guide the roadmap.

Shopify Product Design Lead Jun 2022 - Jun 2023

Led AI-generated alt text for merchant product images. Reported metadata coverage increased from 15% to 95%. Designed generation, review and editing flows across desktop and mobile, alongside file-management improvements.

Coursera Senior Product Designer Sep 2020 - Sep 2021

Led design for a subscription offering and pre-Master's credited courses. Combined user research, interface design and prototyping across both launches. Developed mobile design strategy and a shared design system.

Accenture Senior Product Designer Jul 2019 - Dec 2020

Designed pharmacy, commerce and logistics products with Accenture Interactive. Combined UX strategy, interface design and content design across point-of-sale and e-commerce experiences.

Experience, continued

Instacart Senior Product Designer Jan 2020 - Dec 2020

Designed an interactive in-store map for the mobile Shopper app, from research and prototyping to detailed interface design. Built a reusable email design framework for teams across the company.

vidIQ Head of Design Feb 2018 - Mar 2019

Led design of vidIQ's first iOS and Android app. Ran design sprints with product and engineering teams across web and mobile.

Toptal Content Design Lead Jun 2016 - Jun 2018

Planned and edited articles for the design community. Wrote design articles that brought new leads. Featured by Adobe Creative Blog, Designer News, Pocket, and more.

Huactive Design Lead Jun 2015 - Aug 2017

Launched brands and products for early-stage startups. Managed a cross-functional team of 10. Led UX, Product Design & Creative Direction across apps and sites.

Yellow Pages Canada Senior UX/UI Designer Aug 2014 - Aug 2015

Led UX/UI for products in the company's digital transformation. User testing & prototyping an internal CRM app for sales. Designed landing pages and purchase flows across the funnel.

iPerceptions Lead UX/UI Designer Apr 2013 - Sep 2014

Led design for SaaS product and marketing collateral. Contributed to digital marketing for lead generation & sales.

Freelance Art Director & Designer Jan 2008 - Mar 2013

Art direction and design for startups and agencies. Clients included: Unicef, Adobe, Lexus, and more.

Education

Full Sail University Bachelor of Computer Science, AI (dropped out) 2024 - 2026

MIT Full-Stack Development Certificate, MERN Stack 2024

IBM Enterprise Design Thinking 2019

BrainStation Product Management Certificate 2018

CDI College Web & Graphic Design Diploma 2012 - 2013