

Yosef Tesfaye Legesse

Yoseftesfaye700@gmail.com | 922788241 | House No. 560, Woreda 05, Addis Ababa, Addis Ababa Region,
Ethiopia | www.linkedin.com/in/yosef-tesfaye-ui-ux-designer | 1999-07-18

Profile Summary

I am a passionate UX/UI designer with over four years of experience in creating intuitive and engaging digital experiences. My journey began with a love for design, initially focused on physical products, and has evolved into a robust career in the digital space. I have successfully contributed to a wide range of projects, including marketing websites, various web and mobile applications, and ERP systems.

Currently, I am a Senior UI/UX Designer at Kifiya Financial Technologies, where I focus on designing user-centered solutions that enhance financial technology accessibility & experiences. Prior to this, I was working as the Lead Senior UI/UX Designer at Technolab Interactive, leading a small team of designers working on projects for telecommunications companies such as Ethio Telecom.

My skill set includes wireframing, designing, prototyping, and conducting market research to enhance user experiences. I am proficient in tools like Figma and a suite of design tools. I have a strong foundation in creating design systems that ensure consistency across projects.

Looking ahead, my goal is to continue growing as a designer while taking on challenging projects that empower users and enhance their interactions with technology. I believe my blend of creativity, technical expertise, and collaborative spirit makes me a strong fit.

Work Experience

Product Designer at Turmii Technologies (2021-09-20 - 2022-04-07)

Location: Addis Ababa, Ethiopia

Responsibilities: - Developed the complete brand identity for Turmii Technologies.

- Designed the UX/UI for Turmii.com e-commerce website.
- Created graphic design assets and managed social media accounts for Turmii.com.
- Oversaw product photography and content production

UI/UX Designer at Techawks (2022-04-25 - 2022-08-25)

Location: Remote, Saudi Arabia

Responsibilities: - Conducted in-depth market research to inform product decisions and enhance user experience.

- Designed intuitive user interfaces for both mobile and web applications, improving user engagement and satisfaction.
- Collaborated closely with developers to ensure seamless implementation of design specifications, resulting in a 30% reduction in development time.
- Created wireframes and prototypes using tools like Figma, facilitating clear communication of design concepts to stakeholders.
- Developed a design system to maintain consistency across multiple projects, streamlining the design process for the team.

Product Designer at Hamer Fitness (2022-08-01 - 2024-12-03)

Location: Addis Ababa, Ethiopia

Responsibilities: - Conducted extensive market research and developed comprehensive target persona documentation

- Designed, developed and launched the first MVP of the Hamer app on the Google Play Store, receiving a 4.8-star rating

- Built a social media following of over 30,000 on TikTok and 19,000 on Instagram, creating a strong community and increasing brand awareness

- Designed a complete UX/UI design(Mobile app, Dashboard), brand identity and marketing site for the full featured Hamer App

- Secured investment from an angel investor, facilitating the development of the app

Senior UI/UX Designer at Technolab Interactive PLC (2025-01-11 - 2025-04-20)

Location: Addis Ababa, Ethiopia

Responsibilities: At Technolab Interactive, I work as the Lead Senior UI/UX Designer, specializing in creating interactive products for telecommunication service providers, including EthioTelecom(TeleBirr) & SafaricomET(M-pesa). The projects we work on encompass a range of solutions from games, data intensive business and developer analytics dashboards to high converting marketing websites & mobile applications. In this fast-paced environment, I leverage my expertise and experience to ensure timely project delivery while encouraging collaboration within my team to achieve our objectives effectively.

Senior UI UX Designer at Kifiya Financial Technology PLC (2025-04-16 -)

Location: Addis Ababa, Ethiopia

Responsibilities: As a Senior UI/UX Designer at Kifiya Financial Technologies, my primary responsibility is to collaborate with cross-functional teams to enhance and iterate on existing products, while also working on new products and solutions that empower end users to maximize their experience with financial technology.

Since I recently joined the company, I am actively learning about our products and processes to identify how I can best contribute to the team's goals and drive innovation in our design initiatives.

Education

Bachelor's Degree in Computer Science

Institution: Microlink Information Technology College | Dates: 2017-12-01 - 2022-04-07

Location: Addis Ababa, Ethiopia

Skills & Tools

Skills:, - User Research and Testing, - Wireframing and Prototyping, - Visual Design, - Interaction Design, - Information Architecture, - Responsive Design, - Usability Analysis, - Collaboration and Communication, - Brand Identity Development, - Design System Creation, - Market Research, - User-Centered Design Principles, - Graphic Design, - Flutter & Dart, Tools:, - Figma, - Adobe XD, - Adobe Illustrator, - Adobe Photoshop, - Notion, - Miro, - Trello, - Slack

Languages

Amharic, English