

A creative and detail-oriented UX/UI Designer with 2+ Years of experience in designing user-centric digital products. Skilled in conducting user research, creating wireframes and prototypes, and collaborating with cross-functional teams to deliver high-quality designs that meet business and user needs.

## EDUCATION

### Google UX UI Design Certificate

// January 2021 - May 2021, Online

Completed Google's professional certificate program in UX design, showcasing proficiency in human-centered design, research, visual, and interaction design, as well as front-end web development. Capstone project demonstrated application of skills to real-world design challenge.

### Zero To Mastery Complete Web & Mobile Designer in 2021/22/23: UI/UX, Figma + More

// May 2021 – August 2021, Online

Completed comprehensive UI/UX design course in 2021/22/23, gaining proficiency in Figma and other relevant tools. Developed skills in user research, wireframing, prototyping, and design thinking, as well as front-end web development. Hands-on experience with real-world design challenges solidified proficiency in UI/UX design.

### Addis Ababa University Bachelor of Science in Computer Science

// April 2021 - PRESENT, Addis Ababa, ET

Technical background in software engineering, data structures, and programming languages provides a unique perspective on UI/UX design, considering both user experience and technical feasibility.

## EXPERIENCE

### Product Designer NurtureMe. Home Automation Inc.

// January 2023 - April 2023 [On-going Project]

- Designed a mobile app and landing page for a home automation tool and plant watering app, creating an extraordinary user experience by using a human-centered design approach.
- Took full responsibility for all aspects of the project, including graphic design and web development, and overcame the challenge of balancing the needs of users with the requirements of the client.
- Conducted user research, built two user personas, and developed low, mid, and high-fidelity prototypes using Figma while testing in between every step to validate solutions.
- Achieved a huge success by delivering a high-quality design solution that exceeded the expectations of the client and target audience.

### Freelance

// September 2021 - PRESENT

- Completed a range of freelance design projects, including website and mobile app design.
- Collaborated with clients to understand their needs and preferences.
- Created wireframes and prototypes to visualize design solutions.
- Demonstrated the ability to work independently and meet deadlines while delivering high-quality design work.

## SKILLS

### Technical

Figma // Adobe XD // Maze // Adobe Creative Suite // HTML-CSS // Tailwind-CSS // GSAP

### Design

User research // Wireframing // Usability studies // Interaction Design // Interface Design // Prototyping

### Collaboration

Communicative // Gives design critique + feedback // Strong presenter // Detail-oriented