

Robel Tamiru Sebsibe

Creative Director / Graphics Designer / Photographer

robsizerex@gmail.com

<https://www.linkedin.com/in/dotphic>

<https://dotphic.github.io/info>

@Dotphic

+1 (303) 564-0516

Aurora, CO, 80017, United States

I'm a multidisciplinary creative professional passionate about sound and visuals, with a love for design and storytelling. My journey began in architecture, which served as a gateway to discovering and understanding a variety of creative skills—from drawing and character design to sound design and visual storytelling. Over time, this foundation led me to explore digital art and audio design, where I've been able to combine technical precision with artistic expression.

In every project I take on, I bring dedication, perseverance, and a deep love for the creative process. My goal is to make meaningful art that resonates with people and tells a story, whether through visuals, sound, or a mix of both. I try to inspire others through my work, turning ideas into experiences that leave a lasting impression.

Work Experience

Graphic Designer

Nov 2023 - Nov 2024

[Afromile ATL](#) | Addis Ababa, Ethiopia

e-Commerce platform selling discount event tickets and product vouchers, I created visual assets to drive sales and engagement. I designed ads, social media graphics, email campaigns, and website visuals, ensuring a consistent and appealing brand look.

I worked with the marketing team to align designs with campaign goals and used data insights to refine creatives for better performance.

Creative Director

Nov 2022 - Nov 2024

[Linkup Addis Media and Events](#) | Addis Ababa, Ethiopia

Leading the creative direction across campaigns, events, and visual projects. Coming up with new campaigns and projects. Participating in and overseeing photography, videography, and editing. Ensuring a cohesive and impactful brand identity. Designing and curating the aesthetic experience for events, crafting a distinct look and feel that increases audience engagement. Overseeing all creative projects, managing the artistic direction and execution to maintain brand consistency and innovation.

[Magazine Art Director, Photography, Videography and Graphics Design]

Graphic Designer

Nov 2022 - Nov 2024

[Proofit Marketing](#) | Ethiopia Addis Ababa

Developed a unique brand identity through logo design, color schemes, and typography, aligned with core values. Created a marketing strategy to boost engagement and brand recognition across digital channels.

Graphic Designer

Nov 2022 - Nov 2024

[British Council](#) | Addis Ababa, Ethiopia

Made posters and artworks that blended well with brand guidelines and were accustomed to the audience for an art-based event that covered all aspects of art in Ethiopia and its importance and understanding in the country.

Graphic Designer

Nov 2022 - Oct 2024

[Atmosphere](#) | Addis Ababa, Ethiopia

I was responsible for designing artistic and visionary event posters that captured the essence of each gathering. From corporate events to private parties, I ensured that every visual felt fresh, engaging, and aligned with the event's theme. One of the key aspects of my work was changing the poster themes weekly, keeping the branding dynamic and visually exciting. Through bold design choices, creative typography, and thoughtful layouts, I helped create a strong visual identity that resonated with our diverse audience.

Graphic Designer

May 2023 - Mar 2024

[IConnect Plus](#) | Addis Ababa, Ethiopia

Specializing in brand development. Focused on creating visually compelling identities for businesses. Designed and developed digital business cards for companies. Collaborated with clients to craft unique and cohesive visual branding solutions that align with their identity and market positioning.

Graphic Designer

Oct 2023 - Feb 2024

[Betesemay](#) | Addis Ababa, Ethiopia

As an illustrator for a YouTube-based project called "Bible Project." I created visuals that made scripture easier to understand. I designed thumbnails, video illustrations, and graphics for study guides, helping bring Bible lessons to life in a creative way.

Graphic Designer

Nov 2022 - Nov 2023

[Linkup Addis Media and Events](#) | Addis Ababa, Ethiopia

I focused on branding, design, and event visuals with engaging graphics that bring entertainment and lifestyle concepts to life. Led the visual direction for a monthly magazine focused on entertainment and lifestyle, ensuring a cohesive theme, look, and feel. Developed creative concepts for campaigns, overseeing the design and execution of visuals that aligned with marketing strategies.

Designed and organized event visuals for major events such as Zoya, Tech & Chill, and Addis Rupts, XFL, and others, ensuring a strong visual identity and audience engagement.

Graphic Designer

Feb 2021 - Nov 2022

202 Africa | Addis Ababa, Ethiopia

A collaboration of art, marketing, and jewellery design. I was involved in curating artistic expressions that integrated with branding strategies and commercial appeal. I managed the integration of jewellery making with art curation for a specific target audience, refining the balance between art and consumer engagement.

Core Skills

Graphic Design & Branding:

- Develop rebranding concepts for newly acquired properties, including print and digital materials (brochures, ads, signage, social media).

Design Direction, Artworking, Branding, Adobe Creative Suite, Brand Integration, Graphic Design,

- Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign) for both print and digital design application,

- Expertise in typography, layout design, and magazine design for polished, professional visuals.,

- Create engaging visual assets, such as brochures, posters, business cards, and social media graphics.- Expertise in typography, layout design, and magazine,

Designing and curating the aesthetic experience for events, crafting a distinct look and feel that increases audience engagement.,

Leading the creative direction across campaigns, events, and visual projects.

UI & Digital Design:

- Design engaging and user-friendly designs, including web pages, mobile applications, newsletters, ads, infographics, banners, illustrations, logos, and social media content,
- Create compelling web and social media graphics that align with the brand identity,
- Skilled in digital marketing, including content management systems (WordPress, Shopify) and email campaigns

Photography & Videography: Expertise in food and fashion photography, along with photo editing and retouching,

- Videography and video editing to produce high-quality, engaging video content for marketing.,
- Craft visual storytelling across various platforms to engage and inform the audience and Set design.

Technical & Production Skills:

- Conduct technical quality checks on design assets to ensure accuracy and high standards.,
- Handle production requests like resizing images and preparing files for both print and digital.,
- Proficient in Microsoft Office Suite (PowerPoint, Word, Excel) for presentations, documentation, and data management.,
- Skilled in editing, rendering, and compositing for dynamic visual content.,
- Comfortable working on both MAC and PC platforms for design and content management.

Creative Problem-Solving & Industry Awareness:

- Stay current with design trends and emerging tools to improve design efficiency and quality.,
- Bring creative solutions and innovative approaches that align with the brand's tone and aesthetic

Collaboration & Business Strategy:

- Collaborate with marketing, product, and sales teams to develop design solutions that meet business goals.- Design materials that reflect the brand's playful yet,
- Design materials that reflect the brand's playful yet professional tone.

Project Management & Collaboration:

- Strong ability to manage multiple projects simultaneously while maintaining high-quality output.,
- Excellent communication skills to effectively collaborate with stakeholders and teams.,
- Self-motivated and capable of working independently, while meeting deadlines and project goals.

Education

Addis Ababa Science and Technology University

Sep 2017 - Jun 2021

bachelors Architecture
GPA: 3.74

Languages

English (*Fluent*), Amharic (*Fluent*)

Publications

Linkup Magazine
Linkup Addis and Magazine

Interests

Music, Sound Design, Digital Art, Photography, Videography