

OBJECTIVE

I am a passionate designer and developer looking to create simple solutions to complex problems that positively impact our everyday lives.

EDUCATION

Coursera (2016 - 2017)

Specialization: Interaction Design

Currently working through an 8-course Interaction Design Specialization (offered by University of California, San Diego) where I'm learning how to design technologies that bring people joy, rather than frustration.

Rochester Institute of Technology (2011 - 2015)

B.S. Information Technology (Focus: Web/Mobile Development & Design)

Immersion: Communication

SKILLS

Design Techniques: Personas, User Flow, Heuristic Evaluation, Rapid Prototyping

Experience Building With: HTML, CSS, Javascript/jQuery, PHP, iOS, Android

Software: Sketch, Photoshop, Illustrator, Balsamiq, Omnigraffle, InVision, Origami, Git

EXPERIENCE

Pavilion Gift Company (current)

UX Designer / Web Developer

Rethinking e-commerce for paviliongift.com. Currently creating a new site that aims to improve shopping cart abandonment, sign up flow, and product discoverability by collaborating with marketing and back end development to institute a user-centered design approach.

See More: dawitelas.github.io/work/pavilion

Global Thinking

Front End Developer (co-op)

Redesigned the entire Global Thinking web experience through mobile-first design methodology. Improved layout scalability, gracefully scaled down interactions/layouts for legacy browsers, improved site readability, and integrated site with WordPress. Used a GruntJS and Sass workflow combined with HTML5 and CSS3.

See More: dawitelas.github.io/work/globalthinking

ChefSteps Concept

Discover, define, brainstorm, prototype. This creative process drove the decision to take the ChefSteps app from a catalog of recipes to a feature rich extension of the website.

Platform consistency was achieved by incorporating native UI patterns (navigation, iconography, empty states).

See More: dawitelas.github.io/work/chefsteps