Firaol Dabi *UI/UX Designer & Content Editor*

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Profile

Results-driven **UI/UX Designer and Content Editor** with a keen focus on creating engaging and user-friendly digital experiences. Expertise in crafting **high-quality conten**t that not only informs but also resonates with target audiences. Adept at **editing and refining text** for clarity, consistency, and impact, ensuring alignment with brand voice and messaging. Proficient in conducting user research to inform design decisions and enhance content strategy, I excel at translating complex ideas into clear and compelling narratives. Committed to continuously improving content and design processes to drive user engagement and satisfaction.

Skills

Content Strategy
Experienced in developing and implementing content strategies that align with user needs and business goals. Focus on creating content that engages, informs, and converts target audiences.

User Research
Conduct user interviews, surveys, and usability tests to gather insights that inform design and content decisions. Utilize findings to enhance user satisfaction and improve overall product effectiveness.

Copywriting & Editing
Strong background in crafting clear, concise, and compelling copy. Adept at editing content for grammar, style, and consistency, ensuring it adheres to brand guidelines and resonates with the intended audience.

SEO Best Practices
Knowledgeable in search engine optimization techniques to enhance content visibility and drive organic traffic. Skilled in using keyword research and on-page optimization to improve search rankings.

Professional Experience

2023/01 – present
Addis Ababa, Ethiopia

UI/UX Designer & Content Editor
National Museum of Ethiopia

- Collaborated with cross-functional teams to develop and implement content strategies for the company's digital platforms, enhancing user engagement and satisfaction.
- Crafted and edited web content, ensuring clarity, conciseness, and alignment with brand messaging, resulting in a 30% increase in user retention.
- Designed intuitive user interfaces for internal applications, integrating user feedback to optimize functionality and improve the overall user experience.

Content Writer
Freelance

- Researched and wrote engaging blog posts, articles, and marketing copy for diverse clients across various industries, resulting in improved audience reach and brand visibility.
- Utilized analytics tools to track content performance and gather insights, adjusting strategies based on user behavior and feedback.
- Worked closely with UX/UI designers to align written content with visual design elements, ensuring a cohesive user experience across all digital platforms.

Certificates

- Foundation of User Expirience ↗