

Egnuma Gelana

Addis Ababa, Oromia 1000 | +251937922620 | egnumagelana21@gmail.com

WWW: [Bold Profile](#)

Summary

Frontend Developer and Graphics Designer with extensive experience at COFNETS, specializing in responsive design and effective team collaboration. Successfully transformed client requirements into innovative solutions, resulting in improved product stability and enhanced user experience. Proficient in JavaScript frameworks and Adobe Creative Suite, consistently delivering high-quality, client-focused outcomes.

Skills

- Programming languages and frameworks
- Problem-solving techniques
- Team collaboration
- Responsive design principles
- Front-end development
- Agile methodologies
- Version control with Git
- JavaScript frameworks
- HTML5 and CSS
- React and Next.js
- Redux state management
- Tailwind CSS styling
- Teamwork and collaboration
- Presentation design
- Social media design
- Content management with Sanity
- Flutter mobile development
- Print and packaging design
- Brand identity and logo design
- Typography expertise
- Adobe Creative Suite proficiency
- Layout and composition skills
- Time management and organization

Experience

FREELANCE GRAPHICS DESIGNER | 01/2024 - Current

Local Company

- Gained experience in logo design, branding, website design, and frontend development across diverse projects.
- Delivered high-quality solutions tailored to meet unique client needs through effective communication.
- Received positive feedback for creativity, attention to detail, and dedication to achieving desired outcomes.
- Designed high-quality graphics for websites, emails, and social media platforms.
- Managed multiple simultaneous projects within tight deadlines.
- Generated creative ideas for new products or services based on customer feedback.
- Collaborated with marketing team to create engaging visuals for print collateral.
- Evaluated existing designs and recommended improvements where necessary.
- Edited existing artwork using Adobe Creative Suite applications.
- Utilized Adobe Creative Suite to create visually compelling graphics and layouts for print and digital media.
- Managed complete design process, from conceptualization to delivery, for various marketing materials.

FRONTEND DEVELOPER & GRAPHICS DESIGNER | 05/2022 - 02/2025

COFNETS - Arizona

- Gathered client requirements and translated them into technical specifications for implementation.

- Debugged complex software issues, resulting in a more stable product release.
- Collaborated with cross-functional teams to ensure seamless integration of new features.
- Adapted to new technologies and programming languages, increasing team productivity.
- Designed customized solutions for proposals targeted at potential customers.
- Engaged in continuous skill enhancement through training courses, workshops, and self-study.
- Oversaw product design, print design and marketing collateral from concept to completion.
- Developed layouts for product graphics, company collateral and web sites.
- Determined size and layout of copy material and selected styles and size of fonts.
- Reviewed final layouts, making improvements and suggestions as needed.
- Conferred with clients to determine requirements and layout designs.
- Selected colors and themes while adding functionality to create new designs.
- Directed advertisement, banner, and signage projects from concept to final delivery.
- Leveraged proficiency in Adobe InDesign, Photoshop and Illustrator to design email blasts, catalogs, posters and other promotional materials.
- Participated in client meetings to understand needs and provide strategic design solutions.
- Utilized typography, color, and composition expertly in all design projects to convey desired messages effectively.
- Generated digital image files for use in digital and traditional printing.
- Developed packaging designs that improved product visibility and customer appeal on shelves.

AI MODEL TRAINER | 08/2023 - 01/2025

UBUNTU AI - California

- Evaluated AI models by asking targeted programming questions across various categories (e.g., syntax, algorithms, debugging).
- Analyzed model responses, selected the best answers, and provided detailed justifications for their accuracy.
- Trained and fine-tuned models to improve their performance and learning capabilities.
- Provided feedback to enhance the models' understanding of programming concepts and problem-solving.
- Collaborated with teams to ensure models were reliable and effective for real-world programming tasks.
- Contributed to the development of smarter, more accurate AI models through iterative evaluation and training.

FREELANCER | 10/2024 - 10/2024

Mekiya Enterprise - Addis Ababa, Ethiopia

- Enhanced client satisfaction by delivering high-quality work within deadlines.
- Adapted quickly to changing project requirements, demonstrating flexibility and adaptability under pressure.
- Developed customized solutions to address unique client needs, resulting in repeat business and referrals.
- Strengthened client relationships with consistent communication and timely project updates.

FREELANCER | 09/2024 - 09/2024

ADA Food Complex - Addis Ababa, Ethiopia

- Designed and developed a modern, user-friendly website for Ada Food Complex.
- The website features a clean, responsive design optimized for both desktop and mobile devices, ensuring a seamless user experience.
- Key functionalities include product showcases, service pages, contact forms, and social media integration.
- This project involved close collaboration with the client to align the design with their brand identity and business goals, resulting in a professional online presence that enhances their customer engagement and market reach.

Education and Training

Engida(TA) Graphics Institute - Addis Ababa, Ethiopia | Certificate

Graphics Design, 01/2022

Dire Dawa University - Dire Dawa, Ethiopia | Bachelor of Science

Computer Science, 01/2021

Websites, Portfolios, Profiles

- <https://www.linkedin.com/in/egnuma-gelana-87a5b9176/>
 - <https://identitystudio.vercel.app/>
-

Languages

- Afaan Oromo, Native
 - Amharic, B2
 - English, Upper intermediate
-

Activities and Honors

- **Freelance Frontend Developer & UI/UX Designer**

Designed and built responsive websites and web apps for clients across industries. Specialized in user-centric design, accessibility, and performance optimization.

- **Freelance Graphic Designer**

Created visual identities, marketing materials, and digital assets for clients across various industries. Specialized in branding, layout design, and creating visually engaging content tailored to target audiences.



ድሬዳዋ ዩኒቨርሲቲ
DIRE DAWA UNIVERSITY



Tel: +251-251127862
P.O.Box: 1362 , Dire Dawa, Ethiopia



TO WHOM IT MAY CONCERN



This is to certify that

EGNUMA GELANA NEGESSU

graduated from Dire Dawa University with


Bachelor of Science Degree in Computer Science

with CGPA of 3.43

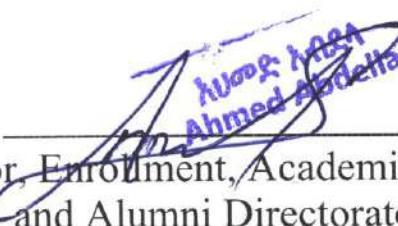
(Distinction)

on November 04, 2021.

Issuance of original Diploma and Transcript awaits settlement of cost sharing Expenses or provision of the required service.


መርሃዊት ብርሃነ ተክሉ (ዶ/ር)
Merhawit Berhane Teklu (Ph.D)

Scientific Director, Institute of
Technology


አሙር አበበ
Ahmed Abdella
Director, Enrollment, Academic Record
and Alumni Directorate



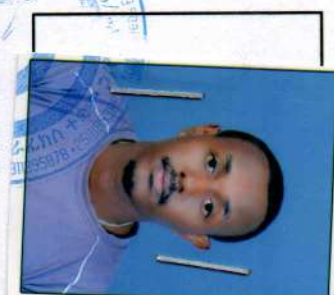
የአዲስ አበባ ከተማ አስተዳደር ትምህርተና ጥራት
ቅጥጥ ጠላላጣጥ የክራዲና ቂርቅስ ቅርንጫፍ ፅ/ቤት
CITY GOVERNMENT OF ADDIS ABABA
EDUCATIONAL & TRAINING QUALITY
CONTROL AUTHORITY (ETQCA) ARADA AND
KIRKOS BRANCH OFFICE



ፔክስ አገገዳ ገራሪነት ተቋም

ENGIDA(TA) GRAPHICS INSTITUTE

Address Mexico K.KER Building 4th floor Room 43
Tel: +251 911395878 and Office +251 118 5385 46



Certificate

የቴ/ሙያ ትምህርተና ሥልጠና
የምስክር ወረቀት

ሰ ገጽጽ ፯፻፩

ጠቂርቆስ ከ/ከተማ አስተዳደር የቴክኒክ ሙያ ትምህርተና ሥልጠና
ፅ/ቤት የተቋማት ጥራት ማረጋገጫ ስራ ምክር ቤት የሰራ ሂደት ጠቅላይ
ሥልጠና በ አገገዳ ገራሪነት ተቋም ቴክኒክ ሙያ ማሠልጠኛ ተቋም
በ Produce Graphics using Graphics
Application ሙያ ስ 14ኛው ሰዓት የተሰጠው ሥልጠና ጠቅላይ/ቅ ይህ
የምስክር ወረቀት ተሰጥቷል::

SHORT TERM TECHNICAL AND VOCATIONAL CERTIFICATE
This Certificate is awarded

To Yasmina Gelana
Who successfully completed short term
IYETI Program for 144 total hours in Produce Graphics
training institution 2015 E.C

የማሠልጠኛ ተቋም አስተባባሪ
Institution's Coordinator
ቀን/Date 1/13/2015

ማሠልጠያ
ይህ ማረጋገጫ የሰጠው የሰራ ሂደት ማረጋገጫ ስራ ምክር ቤት
አስጠንቅቅ ደረጃ ላይ መሆኑን የሚረጋገጥ የሙያ ሰዓት ምዝገባ ማረጋገጫ ብቻ ነው::



ቴክ ግራፊክስ ዲዛይን ተቋም
TA GRAPHICS INSTITUTE P.L.C

Address Mexico K.KER Building 4th floor Room 43

Tel: +251 911395878 and Office +251 118 5385 46, +251 929 03 60 09

Official Transcript

Name of Trainee: Egmarina Gelana

Sector: Develop Basic Design Concept

Program Title: produce Graphics using Graphic App

| No. | Units of Competence UC | DS | DF | No. of Hours | Institutional Assessment Result |
|-----|--|-------|----------|--------------|---------------------------------|
| 1. | Develop a Basic Design Concept | 06/15 | 20/06/15 | 8hrs | C |
| 2. | produce Graphics using Graphic Application | 06/15 | 06/08/15 | 136hrs | C |

Acronyms

- ☒ . TNI - Trainee's Initial
 . TRI - Trainer's Initial
 . DS - Date Started
 . DF - Date Finished
 . C - Competent
 . NYC - Not Yet Competent

የጣሠ ልጠፋች ተቋሙ አስተባባሪ

Institution's Coordinator

ቀን / Date 1/13/2015



ማሳሰቢያ
ይህ ማስረጃ የስልጠና ማጠናቀቂያ አንዱ የብቃት ማረጋገጫ ሆኖ አያገለግልም።
ለስልጠናው ደረጃ ብቁ መሆንዎ የሚረጋገጠው የሙያ ብቃት ምዘናና ማረጋገጫ ምዘና ብቻ ነው።

2022 - Current

PORTFOLIO

Graphics Design

Egnuma Gelana



Hello

Iím Egnuma Gelana

I am a passionate and creative graphics designer with a love for visual storytelling. Through my work, I strive to create stunning designs that captivate and inspire. With a keen eye for detail and a commitment to excellence, I bring unique and innovative ideas to life.

My journey as a designer began years ago, fueled by a deep curiosity and a drive to push the boundaries of creativity. I have honed my skills and expertise in various design disciplines, including branding, illustration, and user interface design. Each project I undertake is an opportunity for me to combine my technical skills and artistic vision to deliver exceptional results.


I believe that design has the power to evoke emotions, communicate messages,

and create meaningful connections. It is a language that transcends barriers and brings ideas to life. With every project, I strive to create designs that not only look visually appealing but also convey a story, evoke emotions, and leave a lasting impact.

I am constantly seeking new challenges and opportunities to grow as a designer. Collaborating with clients and fellow creatives is where I find inspiration, pushing the boundaries of what is possible. I am excited to bring my passion, creativity, and expertise to your next project.

 <https://identitystudio.vercel.app/>

 babayesara1@gmail.com

 Tel. +251937922620

 [/segnuma.gelana.9](#)

 [/identitybaba](#)

 [/Identitybaba](#)

EDUCATION

- * DEGREE/BACHELOR
Dire Dawa University
In Computer Science
2018-2021
- * Certificate
Engida(TA) Graphics Institute
2021-2022

Skill

- * Layout & Composition,
- * Time Management &
- * Organization,
- * Problem-Solving,
- * Team-working,
- * Creativity.

Design Tools



Work Experience

FREELANCER 2022-CURRENT

As a freelancer, I have gained valuable experience in diverse projects, including logo design, branding, website design, and frontend development. With strong communication and project management skills, I deliver high-quality solutions tailored to meet each client's unique needs. I have received positive feedback for my creativity, attention to detail, and dedication to achieving desired outcomes.

- * Collaborating with diverse clients on various design and development projects.
- * Delivering high-quality solutions tailored to meet unique client needs.
- * Working on logo design, branding, website design, and frontend development.
- * Excelling in communication, project management, and meeting deadlines.
- * Building strong client relationships based on trust and open communication.
- * Receiving positive feedback for creativity, attention to detail, and client satisfaction.
- * Staying updated with design trends and emerging technologies.

ContentSummary

01



Packaging Design

02



Printed media Design

03



Social media Design

04



Illustration Design



Label Design



The new wheat flour packaging features a rich dark green pattern with vibrant orange accents, symbolizing freshness and energy. Key elements include detailed symbols of wheat and bread, highlighting the product's natural quality and wholesome potential. This design blends tradition with modern appeal, making it stand out on the shelves while communicating the premium nature of the flour.

Packaging Design

Ingredients

Wheat Flour, Palm Oil, Sugar, Inverted Sugar, Salt, Soya Lecithin, Citric acid, Leavening agents & Recommend natural flavors & colors

| Nutritional information per 100 gm serving | |
|--|------------|
| ENERGY | 479.4 kcal |
| CARBOHYDRATE | 71.3 gm |
| PROTEIN | 7.34 gm |
| FAT | 18.32 gm |
| FIBER | 0.8 gm |



Manufactured by: Meklit Food Complex
Tel: +251 911 491 306, +251 930 661 018
Email: makilitfoodcomplex19@gmail.com
Asella, Ethiopia



The new packaging for cinnamon-flavored cookies features a warm brown color palette, with a white background subtly mixed with brown tones to create a cozy and inviting look. A cinnamon symbol is prominently displayed, emphasizing the rich, spicy flavor of the cookies. This design perfectly balances warmth and simplicity, appealing to consumers who appreciate a comforting and flavorful treat.

Label Design



Packaging Design



Label Design



The chips packaging features a striking blue background that immediately grabs attention, creating a bold and vibrant canvas. The use of bright yellow letters adds a lively contrast, making the product name and details stand out with clarity and energy. Symbols of juicy tomatoes and crispy chips are prominently displayed, highlighting the fresh, savory flavor of the product. This design is both eye-catching and appetizing, appealing to consumers who are looking for a delicious and visually appealing snack.

Packaging Design



Menu Design



Rollup Design

The roll-up design utilizes a refined color scheme of pine green and light orange, creating a visually appealing contrast that draws attention. The pine green provides a solid, professional base, while light orange accents add warmth and a touch of sophistication. This design effectively highlights key information and promotes the brand with a clean, polished look that stands out in any setting.



The menu design features a sophisticated use of the company logo pattern, integrating it seamlessly with the layout to reinforce brand identity. Scripted fonts in pine green lend a touch of elegance and a personal feel, while the brand color adds a cohesive and professional look. This design ensures that the menu not only reflects the quality of the offerings but also aligns perfectly with the company's visual identity.

Printed media Design



This menu design, crafted specifically for print, exudes a lively and inviting atmosphere through its use of scripted and brush fonts. The elegant, flowing typography adds a personal and handcrafted touch, perfect for creating a warm dining experience. The color palette of green and orange enhances the menu's vibrancy, with green symbolizing freshness and orange adding a pop of energy and warmth.

Menu Design

| | | | | | | | | | | | | | | | | | | | |
|--|--|-------------------------|--------|----------------------------|--------|-----------------------------|--------|-------------------------|--------|------------------------|--------|-----------------------------|-------|--------------------------|-------|-------------------|-------|---|--------|
| | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| BREAKFAST | <table> <tr><td>Scrambled egg</td><td>44.00</td></tr> <tr><td>Omlet with cheese</td><td>54.40</td></tr> <tr><td>Omlet without cheese</td><td>44.00</td></tr> <tr><td>Pancake</td><td>46.40</td></tr> <tr><td>French toast</td><td>46.40</td></tr> <tr><td>Egg sandwich without cheese</td><td>46.40</td></tr> <tr><td>Egg sandwich with cheese</td><td>54.40</td></tr> </table> | Scrambled egg | 44.00 | Omlet with cheese | 54.40 | Omlet without cheese | 44.00 | Pancake | 46.40 | French toast | 46.40 | Egg sandwich without cheese | 46.40 | Egg sandwich with cheese | 54.40 | | | | |
| Scrambled egg | 44.00 | | | | | | | | | | | | | | | | | | |
| Omlet with cheese | 54.40 | | | | | | | | | | | | | | | | | | |
| Omlet without cheese | 44.00 | | | | | | | | | | | | | | | | | | |
| Pancake | 46.40 | | | | | | | | | | | | | | | | | | |
| French toast | 46.40 | | | | | | | | | | | | | | | | | | |
| Egg sandwich without cheese | 46.40 | | | | | | | | | | | | | | | | | | |
| Egg sandwich with cheese | 54.40 | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| LUNCH | <table> <tr><td>Pasta with tomato sauce</td><td>60.00</td></tr> <tr><td>Pasta with vegetable sauce</td><td>65.00</td></tr> <tr><td>Pasta with Tuna cream sauce</td><td>85.00</td></tr> <tr><td>Pasta with meat sauce</td><td>80.00</td></tr> <tr><td>Lasagna</td><td>127.00</td></tr> <tr><td>Rice with veg</td><td>65.00</td></tr> <tr><td>Rice with Tuna</td><td>89.00</td></tr> <tr><td>Rice with chicken</td><td>89.00</td></tr> <tr><td>Chicken combo (deep fried chicken, salad & bread)</td><td>135.00</td></tr> </table> | Pasta with tomato sauce | 60.00 | Pasta with vegetable sauce | 65.00 | Pasta with Tuna cream sauce | 85.00 | Pasta with meat sauce | 80.00 | Lasagna | 127.00 | Rice with veg | 65.00 | Rice with Tuna | 89.00 | Rice with chicken | 89.00 | Chicken combo (deep fried chicken, salad & bread) | 135.00 |
| Pasta with tomato sauce | 60.00 | | | | | | | | | | | | | | | | | | |
| Pasta with vegetable sauce | 65.00 | | | | | | | | | | | | | | | | | | |
| Pasta with Tuna cream sauce | 85.00 | | | | | | | | | | | | | | | | | | |
| Pasta with meat sauce | 80.00 | | | | | | | | | | | | | | | | | | |
| Lasagna | 127.00 | | | | | | | | | | | | | | | | | | |
| Rice with veg | 65.00 | | | | | | | | | | | | | | | | | | |
| Rice with Tuna | 89.00 | | | | | | | | | | | | | | | | | | |
| Rice with chicken | 89.00 | | | | | | | | | | | | | | | | | | |
| Chicken combo (deep fried chicken, salad & bread) | 135.00 | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| SALAD | <table> <tr><td>Mixed salad</td><td>68.60</td></tr> <tr><td>Tuna salad</td><td>95.00</td></tr> </table> | Mixed salad | 68.60 | Tuna salad | 95.00 | | | | | | | | | | | | | | |
| Mixed salad | 68.60 | | | | | | | | | | | | | | | | | | |
| Tuna salad | 95.00 | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| PIZZA | <table> <tr><td>Tuna pizza</td><td>115.50</td></tr> <tr><td>Chicken pizza</td><td>115.50</td></tr> <tr><td>Beef pizza</td><td>115.50</td></tr> <tr><td>Vegetable pizza</td><td>77.00</td></tr> <tr><td>Occasion special pizza</td><td>165.00</td></tr> <tr><td>Margherita pizza</td><td>89.60</td></tr> </table> | Tuna pizza | 115.50 | Chicken pizza | 115.50 | Beef pizza | 115.50 | Vegetable pizza | 77.00 | Occasion special pizza | 165.00 | Margherita pizza | 89.60 | | | | | | |
| Tuna pizza | 115.50 | | | | | | | | | | | | | | | | | | |
| Chicken pizza | 115.50 | | | | | | | | | | | | | | | | | | |
| Beef pizza | 115.50 | | | | | | | | | | | | | | | | | | |
| Vegetable pizza | 77.00 | | | | | | | | | | | | | | | | | | |
| Occasion special pizza | 165.00 | | | | | | | | | | | | | | | | | | |
| Margherita pizza | 89.60 | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| BURGER | <table> <tr><td>Classic burger</td><td>89.00</td></tr> <tr><td>Cheese burger</td><td>99.50</td></tr> <tr><td>Chicken burger</td><td>99.50</td></tr> <tr><td>Occasion special burger</td><td>155.60</td></tr> </table> | Classic burger | 89.00 | Cheese burger | 99.50 | Chicken burger | 99.50 | Occasion special burger | 155.60 | | | | | | | | | | |
| Classic burger | 89.00 | | | | | | | | | | | | | | | | | | |
| Cheese burger | 99.50 | | | | | | | | | | | | | | | | | | |
| Chicken burger | 99.50 | | | | | | | | | | | | | | | | | | |
| Occasion special burger | 155.60 | | | | | | | | | | | | | | | | | | |
| <p>The Price Doesn't include 15% Vat And 3% Service Charge. Thank you!</p> | | | | | | | | | | | | | | | | | | | |



Rollup Design

This roll-up design for real estate advertising is crafted to captivate and inform with its vibrant color scheme of orange and green. The bold orange captures attention and conveys a sense of energy and enthusiasm, while green accents evoke feelings of trust and growth, aligning perfectly with the real estate market's focus on new opportunities and reliable service. The design is visually striking yet professional, effectively showcasing key information and enticing potential clients with its dynamic and engaging appearance.

Printed media Design



Brochure Design

This brochure design for real estate advertising showcases a modern and professional aesthetic, utilizing the company's signature blue color palette. The blue tones evoke a sense of trust and reliability, perfectly complementing the presentation of the apartment designs featured within. The layout is clean and well-organized, guiding potential clients through detailed visuals and information about the properties. This design effectively highlights the quality and appeal of the apartments, making it an ideal tool for attracting and engaging prospective buyers.

FOLLOW US NOW

ROAD KING
ELECTRICAL CARS
DRIVE YOUR DREAM CARS

drive your dream car

GET 20% DISCOUNT

Road King Automobile Make your ride better
come & visit us you will be satisfied
by our service

+251-XX-XXXXXXX
info@electriccar-et.com

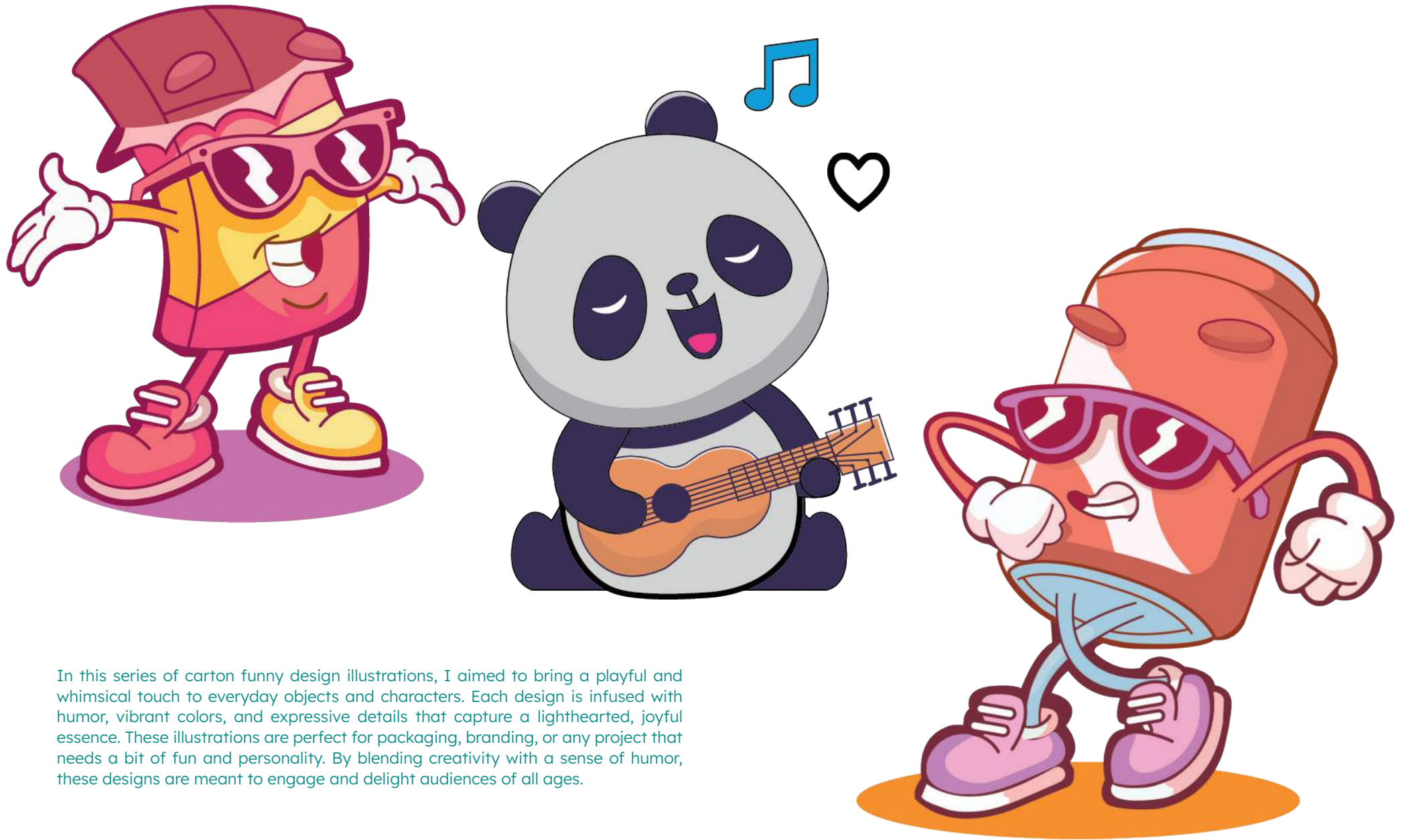
buy now

Burger on the Run

Stay at home we will deliver your food

CALL FOR DELIVERY
+251-XX-XXXXXXX

Order now



In this series of cartoon funny design illustrations, I aimed to bring a playful and whimsical touch to everyday objects and characters. Each design is infused with humor, vibrant colors, and expressive details that capture a lighthearted, joyful essence. These illustrations are perfect for packaging, branding, or any project that needs a bit of fun and personality. By blending creativity with a sense of humor, these designs are meant to engage and delight audiences of all ages.

