



IDENTITY

LEWI ALAMREW

Age: 17
Grade: 11th
Addis Ababa, Ethiopia

CONTACT

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EDUCATION

CRUISE STEPS SCHOOL
Class of 2027

LANGUAGES

Amharic (Native)
English (Professional)

LEWI
ALEX

FOUNDER OF LEON CREATIVES

EXECUTIVE SUMMARY

Innovative Creative Technologist and the founder of **Leon Creatives**. Expert in bridging the gap between artistic design and high-performance engineering. Focused on delivering full-scale digital identities, from localized hospitality branding for አቴቴ ማጀት to robust e-commerce architectures and motion strategy.

PROFESSIONAL EXPERIENCE

Founder & Creative Lead
Leon Creatives 2024 — Present

- Spearheaded digital transformation for አቴቴ ማጀት (Etete Mejet) including full brand identity and menu design.
- Built and deployed custom web portals and inventory systems for local retail businesses.
- Designed high-fidelity motion graphics and kinetic typography for technology demos.

Lead Developer
Small Business Solutions 2023 — 2024

- Developed mobile-first e-commerce sites for local startups and neighborhood shops.
- Increased client visibility through localized SEO and strategic digital presence.

TECHNICAL MASTERY

