



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 ከቴ ሙጀት to robust e-commerce architectures and motion strategy.

PROFESSIONAL EXPERIENCE

- Founder & Creative Lead** 2024 — Present
Leon Creatives
- Spearheaded digital transformation for ከቴ ሙጀት (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** 2023 — 2024
Small Business Solutions
- Developed mobile-first e-commerce sites for local startups and neighborhood shops.
 - Increased client visibility through localized SEO and strategic digital presence.

TECHNICAL MASTERY

