Semehal Kidane

New York, NY 11201 | 206-945-5139 | Syk9642@nyu.edu | *Linkedin* | Portfolio

WORK EXPERIENCE

Technology Innovation Catalysts at NYU   **New York, NY**
Product Designer   Jan 2025 – Present
- Conducting market research to assess commercialization potential and user demand for open-source cognitive training games (*CrushStations* and *Gwakkamole*).
- Defining product strategy by identifying key opportunities in edtech, wellness, and gaming sectors.
- Leading cross-functional collaboration to refine product features, enhance user experience, and drive engagement.
- Developing and testing prototypes to validate user needs and explore potential business models, including microtransactions, subscriptions, and educational partnerships.

The Washington BUS   **Seattle, WA**
UX Researcher Intern   June 2024 – August 2024
- Led UX research and data-driven analysis across 10+ communities using MiniVan, gathering insights from 200+ users to identify pain points and improve accessibility in digital voting tools.
- Proposed key UX and functionality improvements for the MiniVan app, enhancing navigation, accessibility, and user engagement based on research findings.
- Developed and optimized user workflows, leveraging behavioral data to streamline interactions and improve adoption of civic engagement platforms.
- Implemented A/B testing and predictive analytics, using data modeling to measure impact, refine user interactions, and optimize accessibility in voter outreach tools.
- Designed and deployed 5+ user-centric initiatives, integrating UI/UX best practices, accessibility standards (WCAG), and interactive prototypes to enhance digital experiences and increase participation.

White Night   **Remote**
Project Management Intern   June 2023 – August 2023
- Led a $1M project for a commercial office complex in Addis Ababa, overseeing 9 cross-functional teams to ensure successful delivery.
- Developed and implemented risk mitigation strategies, addressing major project delays and achieving a 95% on-time completion rate.
- Optimized project scheduling, stakeholder communication, and scope management, driving cost-efficiency and ensuring timely delivery within budget.

Leadership Snohomish County   **Seattle, WA**
Program Manager   July 2022 – August 2022
- Led scheduling, team coordination, and resource allocation for the project, utilizing Jira, Microsoft Project, and Smartsheet to track progress and ensure alignment.
- Developed automated reporting systems, significantly reducing manual workload and improving data accuracy for streamlined decision-making.eet for project tracking.

EDUCATION
New York University Tandon School of Engineering   **New York, NY** May 2026
- BS in Integrated Design and Media | Minor in Management

SKILLS & EXTRACURRICULAR
- **Software:** Photoshop | Figma | Adobe XD | Illustrator | InDesign | Premiere | After Effects | Sketch | Keynote | Principle | Fusion 360 | SketchUp
- **Design:** Design Research | Design Strategy | UI/UX Design | Web Design | Service Design | Storytelling | Scenario Design | System Design | Prototyping | Video Editing
- **Computer language:** Processing | Arduino | Particle Photon | HTML/CSS | Python
- **Interests:** Chess, Piano, Photography
- **Language:** Amharic, French (limited proficiency)