

ABDELSELAM KEMAL

Addis Ababa, Ethiopia • abdelselamkemal74@gmail.com

<https://moonastudio.build.et>

<https://abdu.moonastudio.build.et>

SUMMARY

Product Designer focused on building products that convert.

I design mobile app, websites and landing pages that balance usability and conversion. Experienced in end-to-end product design, from research to scalable design systems and developer-ready handoff, with a strong understanding of development workflows and how products ship in the real world.

WORK EXPERIENCE

Lead Product Designer | MoonaStudio

Nov 2025 - Present

- Lead end-to-end design engineering, delivering branding, web and mobile app designs for clients.
- Collaborate with clients to translate goals into clear design systems, UI/UX flows and product experience.
- Manage project execution from concept to handoff, ensuring consistency, quality and timely delivery.

UI/UX Designer and Front End Developer | No Thanks App

Jun 2025 - Nov 2025

- Contribute to cross-platform mobile application development for a platform with **10M+** users on android and iOS, focusing on UI/UX designing, feature integration and app performance.
- Assist on UI/UX designing to deliver adaptive, user-friendly features and seamless user experience.
- Integrate backend services to ensure smooth data communication and real-time state updates.

Technical Head | NSDA Developers Association

May 2025 - Present

- Lead a cross-functional team of technical leads and mentors across six tracks: **UI/UX, Flutter, DSA, Node.js, React and HTML/CSS/JavaScript.**
- Design and manage structured mentorship program supporting the growth of 50+ aspiring developers and students.
- Oversee curriculum planning and project structuring across different stacks, ensuring alignment with modern development practices and career readiness.
- Provide technical guidance and peer code review support for mentors working in product development, Flutter, and JavaScript.

UI/UX Designer and Developer | Ye-Elm-Kazna

Sep 2021 - July 2023

- Designed, developed and deployed a dynamic, user-friendly Islamic Fatwa application for the Muslim community using **Next.js**, **NestJS** and a mobile app using **Flutter**, featuring a rich collection of Fatwas from various scholars..
- Collaborated with cross-functional teams, including scholars and channel owners, to gather requirements, define app features, and deliver high-quality mobile solutions.

Intern UI/UX Designer | RDX Delta Rabbit Technologies

Dec 2023 - Mar 2023

- Actively involved in designing and collaborative work with developers and product teams
 - Gained hands on experience in designing responsive apps, developing user flows, and applying modern design principles to improve overall user experience.
 - Collaborated closely with designers and developers to tranform requirements into functional layouts and designs.
-

EDUCATION

Bachelor of Science in Computer Science | Addis Ababa University College of Computational Science

Oct 2019 - Jul 2023

- Relevant coursework in Database Management Systems, Artificial Intelligence, Machine Learning, Computer Networks, and Web Development.
- Maintained a strong academic record, achieving CGPA of **3.5/4.0**

ADDITIONAL INFORMATION

Technical Skills: Figma, Framer, Flutter, MERN, Next.js, Wordpress, NestJS, PostgreSQL, Prisma

- **Languages:** English, Amharic
- **Certifications:**
 - Full Stack Website Development, SidHustle - Nigeria(Remote)
 - Marketable Software Development, iCOG Makers