

Betselot Tadesse

Graphics & Web Designer

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Professional Summary

Creative and detail-oriented Graphic & Web Designer with over 10 years of experience in Adobe Photoshop, Illustrator, and Figma. Specialized in creating engaging user interfaces, branding, and digital assets. Skilled in both graphic design and front-end web development, with proven ability to deliver high-quality designs that enhance client branding and online presence.

Core Skills

Adobe Photoshop (10+ years): Expert in photo editing, retouching, digital artwork, and creative compositions
Adobe Illustrator, InDesign, XD, Figma, Canva

Web Design: HTML5, CSS3, JavaScript, WordPress, Elementor

Creative Skills: Logo Design, Branding, Typography, Color Theory, Layout Design

Other: UI/UX Wireframing, Responsive Design, SEO Basics, Client Collaboration

Soft Skills

Creativity & Innovation

Strong Visual Communication

Problem-Solving & Critical Thinking

Time Management & Meeting Deadlines

Collaboration with Developers & Clients

Adaptability & Continuous Learning

Attention to Detail in Design

Experience

Freelance Graphic & Web Designer | Remote | 2014 – Present

- Delivered creative projects in Adobe Photoshop for over 10 years, including digital artwork, posters, banners, and professional retouching.
- Designed logos, brand identities, and marketing campaigns for clients worldwide.
- Built responsive WordPress websites and modern UI/UX layouts.
- Increased client social media engagement by up to 50% through high-quality digital assets.

Graphic Designer (Internship) | 2021 – 2022

- Produced brochures, posters, and advertising materials.
- Assisted in digital branding campaigns for businesses.
- Applied best practices in print & digital media design.

Projects

- BYT Mobile App Branding: Designed logos and brand identity for a mobile application.
- Photo Studio Banner: Created an eye-catching promotional banner for a photography studio.
- Portfolio Website: Designed and coded a creative portfolio showcasing design projects.

Education

MSc. Software Development (In Progress) – Britts Imperial University College, Sharjah, UAE (Expected 2027)

BSc. Computer Science – Harambee University, Ethiopia (2020–2023)

- Graduated with CGPA 3.89/4.0 (Very Great Distinction)

Awards & Achievements

- Ranked 1st in Faculty of Technology – Harambee University (2023)
 - Award of Academic Excellence – Harambee University (2023)
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Certifications

- Adobe Photoshop Certificate