

BENAYAS TESHOME

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Results-driven Product & Business Leader with 6+ years of experience in end-to-end innovation—spanning product design, web/app development, and operational scaling.

Demonstrated expertise in UX-driven development, agile project management, and strategic business growth. Combines technical fluency (full-stack design/development) with executive leadership (COO) to deliver high-impact digital solutions. Passionate about bridging design thinking, lean methodologies, and scalable systems to transform ideas into market-ready realities

SKILLS

Front End: Adobe Illustrator, Figma, SketchUp

Web/App Development: Responsive Design, Wireframing, Prototyping

UI/UX Design: Interactive Prototyping, Design Systems, Spatial UI Design,

Product Design & Development: Wireframing, MVP design, Agile workflows, Blender, After Effects

Team Leadership: Technical leadership, team coordination (as COO)

Industry Experience: Fintech, Education, Government, Open Data, GIS, Logistics, Health

PROFESSIONAL EXPERIENCE

Chief Operations Officer - GebetaMaps

09/2021 – Present

- Designed platforms for real-time monitoring and historical analysis, utilizing Figma and Illustrator for a performance focused frontend development.
 - Directed cross-functional teams through the full lifecycle of multiple nationally used digital platforms, from ideation to deployment
 - Designed GPS tracking devices for foreign and local vendors.
 - Designed Apps and Websites for mainstream projects like Ethiopost and NID.
 - Led the design and development of a geospatial API platform (GebetaMaps) used by businesses, developers, and government institutions across Africa
 - Designed Websites for logistic projects for governmental, NGOs and in house projects.
 - Spearheaded the UI/UX design of complex spatial applications using Figma and Adobe Illustrator, ensuring accessibility and responsive performance
 - Designed and implemented a multi-theme tile rendering engine for GebetaMaps, with up to 4 dynamic basemap styles.
 - Managed the product roadmap and cloud architecture migration for a GPS tracking system in collaboration with international hardware manufacturers.
 - Conducted public transport accessibility analyses for 10 cities in Africa using the Conveyal accessibility mapping tool
 - Co-authored mapping and open data contributions through GM and Missing Maps for disaster risk and development planning
 - Conducted stakeholder workshops and technical demos with NGOs and municipal clients to drive adoption of GebetaMaps APIs
 - Provided technical support for the Addis Ababa Transport Bureau (AATB) to foster a new study to produce a data-driven logistics analysis and utilization
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PROJECTS

Full Stack Developer/Team Lead and UI/UX design- [Gebeta](#)

- Led a team in the development of the food and drinks ordering platform - Gebeta.
- Designed a responsive and complete design for the web and app.
- Led the marketing effort to get it out to clients

Front-end Design - Nor

- Contributed to the development of Nor, an all-in-one solution for advertising. And where consumers watch said advertisements to earn real cash.
- Utilized Figma to build a complete, robust, responsive and user friendly design for the Web and App.

Full Range Design - [GebetaMaps](#)

- Designed the GebetaMaps web UI from the ground up using Figma and Tailwind CSS, focusing on developer experience, intuitive navigation, and map interaction usability.
- Helped architect and maintain the front-end and dashboard system for GebetaMaps, enabling users to manage API keys, view usage analytics, and switch between map styles in real time.
- Led product design sprints to streamline the onboarding process and improve map integration workflows for developers and enterprise clients.
- Oversaw continuous deployment and monitoring of the GebetaMaps platform, integrating user feedback, performance metrics, and client requests into design and feature updates.
- Collaborated with the backend and DevOps teams to ensure seamless interaction between the UI and location APIs, including map rendering, tile delivery, and spatial query endpoints

EDUCATION

Bachelor of Science in Software Engineering— *Addis Ababa Science and Technology University - 2022*