

# 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

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## SKILLS

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**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

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## PROFESSIONAL EXPERIENCE

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### 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 Ethipost 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 adata-driven logistics analysis and utilization

## PROJECTS

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### **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

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## EDUCATION

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