NAHOM BEKELE
GRAPHIC DESIGNER

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PROFESSIONAL PROFILE

Creative Graphic Designer with 2 years of experience in delivering visually compelling designs for branding, digital media, and print. Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign and Figma), with expertise in logo design, social media graphics, and UI/UX elements. Strong conceptual and typographic skills, combined with a keen eye for aesthetics and brand consistency. Passionate about translating client visions into impactful visuals while meeting deadlines and industry standards. Collaborative team player with excellent communication skills and a commitment to staying updated with design trends.

WORK EXPERIENCE

GRAPHIC DESIGNER
ABADIR Bookstore (Addis Ababa, Ethiopia)   **July/2024**

- Designed a custom logo, aligning with their brand identity and vision through research, sketching, and digital refinement.
- Collaborated with the client to understand their requirements, presenting multiple concepts and refining the chosen design based on feedback.
- Delivered print-ready and scalable vector files (AI, PNG, PDF) for versatile use across branding materials.
- Ensured brand consistency by providing a style guide (if applicable) for color schemes, typography, and logo usage.

GRAPHIC DESIGNER
WINA Creative (Dire-Dawa, Ethiopia)   **March/2025**

- Conceptualized and crafted a distinctive logo, reflecting their core values and market positioning through strategic design thinking.
- Developed initial sketches, digital mockups, and final vector artwork, ensuring scalability for both digital and print applications.
- Engaged in client consultations to refine design direction, incorporating feedback to achieve a polished and professional brand mark.
- Delivered a complete logo package, including primary/submarks, color variations, and usage guidelines for cohesive branding.

EDUCATION

Bachelor Degree in INFORMATION TECHNOLOGY   **2024 – 2027**
Dire-Dawa University, Dire-Dawa, Ethiopia

Graphic Design   **2022 – 2023**
Mesob Art School

UI/UX Design   2023-2024
Udemy.com

SKILLS

Languages: Amharic(Native), English(Intermediate)
Computer Skill: Adobe Illustrator(Advanced: Vector/Logo Design) ,
Adobe Photoshop(Poster, Flyer), Figma/Adobe XD(UI Prototyping).