

WORK EXPERIENCE

2022 - Present
User Experience Designer
Amazon
Under NDA

2019 - 2022
SR. UX Designer
Legion Technologies
Deliver very advanced workforce management capabilities in a highly usable & delightful manner.

2019 - 2019
SR. UX Designer
Ondot Systems
Led UX design on multiple mobile app (iOS and Android) projects and a responsive web app project along with implementing user-centered design methodology.

2018 - 2019
SR. UI/UX Designer
Persistent Systems
Consulted sectors like Finacilal Institution, Health Care, Networking & communications while on contract.

2017 - 2018
UI/UX Designer
Apple
Led UX design efforts for iLog, Apple's multi-channel application used globally by AppleCare advisors.

2016 - 2017
UX Visual Designer
Erickson Production
Led interaction & visual design research & strategy for a commercial stock photography boutique

2014 - 2016
UX Research Consultant
Top Notch
Designed responsive application interfaces for multiple iOS & watchOS devices across various carriers

2014 - 2014
CX Designer
iMotion Physical Therapy
Designed concept and written content across digital assets (email, homepage, story pages).

2011 - 2014
UX & Graphic Designer
Cactus Consulting Group
Performed a wide variety of user experience & graphic design functions and tasks

Methods

Card sorting, Competitive evaluation, Concept modeling, Contextual inquiry and design, Diagramming, Prototyping, User centered research, Usability testing, Visual design, Information architecture, Storyboards, Web analytics, Usability testing, Strategy development, Wireframing, Sketching, Site mapping, Mockups

Tools

FIGMA	<div></div>	Sketch	<div></div>
Adobe Suite	<div></div>	HTML/CSS	<div></div>
Invision / Sudio	<div></div>	JAVASCRIPT	<div></div>

Career Traits

Holistic Designer - Design should be treated as a living organism, guided by the environment it lives in as a whole.

User Focused - I pay close attention to the users needs and pain points. I design with empathy. Launch, learn & iterate.

Proactive Evolution - Curiosity and a desire to learn constantly broadens my skill set, enabling me to wear many hats at once.

Bold, yet practical - I know when to push the boundaries vs. when to embrace simplicity to meet multiple deadlines.

USER EXPERIENCE DESIGNER

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“Experienced UX/UI designer in conceptualizing and producing high quality multi-platform user-centered design deliverables in agile, interactive and iterative development environment.

EDUCATION

2006 - 2010
BS in Computer Science
Adama University

2004 - 2006
Diploma in Visual Communications
—Gurkul Art & Design

2004 - 2005
Certification in Graphic Design
Link Addis Communication