

# ANDOM GEBRESELASSIE UI&UX Designer

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## — Experience

### Aarontech - UI/UX & Web Designer

May 2023 - Present

- Conducted over 60 user research studies to gain insights into customer needs.
- Designed and improved 10+ UI interfaces for web and mobile applications, focusing on intuitive UX design.
- Developed wireframes and prototypes for multiple websites and mobile apps.
- Led the design and development of 20+ WordPress websites from start to finish.
- Collaborated effectively with diverse cross-functional teams.

### TikTok - Senior UX Designer (Remote)

April 2021 - March 2023

- Localized TikTok designs for African users.
- Developed and tested 10+ prototypes to meet local requirements.
- Crafted UI and UX specs to effectively communicate with engineers.
- Managed end-to-end work, encompassing research, design, and iterative follow-ups.
- Contributed insights in discussions to drive business metrics.
- Drove continuous optimization and accountability for the product experience.

### Hadgi - Product Designer

June 2018 - March 2021

- Designed 5 attractive and informative tourist maps now available in the market.
- Developed over 10 books, including educational and tourist guides that are in stores.
- Analyzed spatial data and translated it into visually engaging elements.
- Outlined the layout of maps and books, determining key elements placement like title, symbols, legend, and compass.
- Implemented standard coloring, typography, scale, and metrics to enhance design quality.

## — Education

### **Graphic Design, Diploma**

March 2021 - February 2023

ADMI: Africa Digital Media Institute

### **Electrical & Electronics, B.Ed**

September 2001 - July 2005

Adama University

## — Certificates

- March 2024 - **Designing User Interfaces and Experiences (UI/UX)** - IBM
- February 2024 - **Product Ideation, Design, and Management Specialization** - The University of Maryland, College Park.
- November 2023 - **Data Analytics** - Google.
- October 2019 - **Entrepreneurships and ICT Business Incubation** - TECHNOBIC.