

Tesfa Demissie

Product Designer

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I am a product designer with a solid foundation in design and a strong understanding of development. My design philosophy centres on the end user, and I strive to build user interfaces that solve their problems first and foremost with intuitive, aesthetically pleasing and user-friendly designs.

Work experience

Product Designer — Combine Venture Builders, 2021 – Present

- Demonstrated strong design skills through the entire product development process, from ideation and wire-framing to creating dev-ready designs
- Successfully implemented a comprehensive design system featuring type, color, and reusable UI components, resulting in increased efficiency and consistency across projects
- Created high-fidelity prototypes that effectively communicated design concepts and enabled effective collaboration with cross-functional teams
- Utilized custom code to enhance the capabilities of design software and services, enabling the creation of innovative solutions
- Took initiative to develop in-house tools that streamlined the team's workflow, resulting in significant time and resource savings

Brightspot – Featured work at Combine Venture Builders

Brightspot is a complete personal growth platform that provides users with access to learnings and lesson plans from world class communities and creators in a new format designed specifically to help young adults maximize their impact.

As a key contributor on the design team at Combine Ventures, I played a vital role in bringing the Brightspot vision to life. My responsibilities included:

- **Design System:** Collaborating with the team to explore and implement a consistent and user-friendly design system throughout the platform.
- **UI & UX Design:** Creating visually appealing and intuitive user experiences for the platform.
- **High-fidelity Prototype:** Building a fully interactive prototype that was used for partnership talks with high-profile individuals in tech.
- **Website Design & Build:** Designing landing pages using Figma and Webflow, with custom JS & CSS for advanced solutions and enhanced UX.

As a dedicated team member, I collaborated in creating a cohesive design system and delivering an outstanding user experience for Brightspot. With guidance from our design lead, I effectively conveyed the design vision through high-fidelity prototypes and a polished landing page. By combining my design skills and development expertise, I was able to contribute to bringing the platform's potential to life.

Graphic Designer — Riverwood Church, 2019 – 2020

- Developed captivating branding and content for annual events, utilizing engaging logos, website designs and eye-catching printed materials
- Crafted stunning motion graphics opener for weekly services
- Actively participated in weekly creative team meetings to brainstorm and work with interdepartmental teams

Personal Projects

Stoic Widgets: An iOS App that Brings Daily Stoic Wisdom

- An iOS app that delivers daily doses of stoic wisdom to users' lock screens
- The app has received over 10,000 downloads and has 3,000 active monthly users
- The user interface was designed in Figma and the app was developed using React Native, Styled Components, and React Navigation
- The app was integrated with Firebase and Microsoft App Center to enable updates to the home feed and app itself
- Custom widgets were built using Swift and Widget Kit

Linkup: A Dynamic Link-in-Bio Landing Page Solution

- A web application that allows users to create an online hub for their content and social profiles, enabling their audience to easily find all of their content
- Features customization options to match users' brand
- Fully responsive UI designed and prototyped in Adobe XD, developed using React, Styled Components, and React Router
- Backend processes, including authorization, database, and storage, powered by Firebase

Skills

- UI/UX Design
- Prototyping
- Front-end Development (React, React Native, Styled Components, CSS, JavaScript)
- Web Design & Development (Figma, Adobe XD, Webflow, HTML, CSS)
- Design Tools (Illustrator, Photoshop, After Effects)
- Version Control (Git)

Education

Red River College, Winnipeg, MB

- Diploma in Digital Media Design with a major in Web Design and Development

Interests

Listening to music, audiobooks, and podcasts exploring coffee shops