Yeabkal Dereje Worku

Senior Graphic Designer | UI/UX Designer | Video Editor | Brand Identity Specialist

Addis Ababa, Ethiopia

PROFILE

Senior Graphic Designer and UI/UX Designer with 5+ years of professional experience creating branding, social media content, website interfaces, print materials, and marketing campaigns. Experienced working with Tamcon Software Solutions, HOPETECH (Garad), Skylink Technologies, Mekhil Empowerment & Training Center, and freelance clients. Skilled in Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, and Figma. Passionate about creating visually engaging designs that help businesses strengthen their brand presence and achieve marketing goals.

PROFESSIONAL EXPERIENCE

Tamcon Software Solutions 05/2026 – Present
Senior Graphic Design Addis Ababa, Ethiopia

- Designed creative visuals for social media, branding, websites, and marketing campaigns.
- Collaborated with marketing and development teams to deliver engaging and user focused design solutions.
- Managed multiple projects while maintaining high quality design standards and meeting deadlines.

HOPETECH(Garad) 02/2024 – 05/2026
Brand Designer Addis Ababa, Ethiopia

- Led brand design initiatives at HOPETECH as Lead Graphics Designer, creating captivating visuals with Adobe Creative Suite and significantly enhancing brand identity and visibility. HOPETECH is the sister company of Garad, one of the largest television retailers and technology importers in Ethiopia.

Skylink (Remote) 06/2024 – 06/2026
Senior Graphic Designer/ UI/UX Designer Addis Ababa, Ethiopia

- Lead visual branding and creative strategy across print and digital platforms
- Design responsive, user-focused websites aligned with client business goals
- Collaborate with development teams to ensure smooth UI implementation
- Strengthen brand consistency across all communication channels

Mekhil (Remote) 09/2023 – 08/2026
Senior Graphic Designer/ Video Editor Addis Ababa, Ethiopia

- **Excelled as a Senior Graphics Designer, YouTube Video Editor, and Social Media Strategist**, delivering high-impact visuals and cohesive brand identities across digital platforms.
- **Utilized advanced tools such as Adobe Creative Suite** to create engaging graphics and videos, significantly enhancing brand visibility and audience engagement.

Innova Consultancy 07/2018 – 08/2020
Junior Graphic Designer Addis Ababa, Ethiopia

- **Brainstormed and executed branding strategies for Gishen Pharmacy**, one of Ethiopia's top-ranked pharmacies, **and other prominent companies**, strengthening their market presence and brand recognition.

Freelance 04/2018 – Present
Senior Graphic Designer/ UI/UX Designer/ Video Editor Addis Ababa, Ethiopia

- Served as **Senior Graphics Designer and UI/UX Designer**, providing end-to-end branding and web design solutions for clients
- Created and edited **YouTube and social media videos**, crafting compelling visual narratives that enhanced audience engagement and strengthened brand messaging.

EDUCATION

Unity University 09/2018 – 10/2022
BSc Computer Science Addis Ababa, Ethiopia

SKILLS

- Graphic Design
- Brand Identity Design
- UI/UX Design
- Social Media Design
- Print Design
- Video Editing
- Motion Graphics
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Adobe After Effects
- Figma

LANGUAGES

English
Fluent

Amharic
Native

PROJECTS

Eske Fasika Bazaar 03/2026 – 04/2026
Awash bank

- **Designed all print materials** including banners, posters, flyers, and event branding.
- **Maintained consistent event branding** aligned with the sponsor and event theme.
- **Prepared print-ready designs** and delivered projects on time.

Skylink Website 08/2025 – 09/2025
UI/UX Design

- **Designed a clean, modern, and user-friendly website for Skylink Technologies in Figma**, highlighting their digital services and tech products while enhancing the brand's online presence.

Jemo Heights Real Estate Banner & Magazine Design 12/2023 – 12/2023

- **Designed banners and led the layout of a real estate magazine for Jemo Heights**, boosting the brand's visual presence and marketing appeal.

REFERENCES

Selome Yigerm, *CEO,* Mekhil Empowerment & Training Center

Mohammedkerem Ahmed, *CEO,* Skylink Technologies