Ephrat Belaineh

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Profile

Accomplished UI/UX designer with a solid foundation in front-end development, fueled by a genuine passion for design and a keen eye for aesthetics. Known for effective problem-solving and a commitment to delivering visually pleasing solutions.

Work Experience

UI/UX Designer - Guzo Technologies, Addis Ababa (Remote) April 2023 - December 2023

- Collaborated with cross-functional teams to design immersive UI/UX experiences
- Mastery of Figma and other design tools to create innovative and user-friendly interfaces.
- Implemented layout, typography, and illustration techniques while adhering to graphic design principles.
- Documented user experience and interactivity through wireframes, flowcharts, screenshots, and design specifications.
- Rapidly prototyped and iterated designs to meet project requirements and deadlines.

Project Portfolio

TUNETIES (MOBILE APP FOR BOOKING MUSICANS FOR WEDDING)

UI/UX designer, UX researcher | Project duration 4 Weeks

- Engaged in user interviews to understand user needs and pain points
- Implemented an iterative design process, creating wireframes and high-fidelity mockups using Figma
- Conducted usability testing at key stages, incorporating user feedback to optimize the app's functionality and enhance user experience
  [Link to project](#)

HEALTHLINK – DESIGNING FOR SOCIAL GOOD: A DESIGN SOLUTION TO ASSIST INDIVIDUALS LACKING FINANCIAL RESOURCES IN ACCESSING MEDICAL TREATMENT

UI/UX designer, UX researcher | Project duration 4 Weeks

- Researched medical access challenges via interviews and surveys
- Executed an end-to-end design solution, encompassing a dedicated responsive website
- Conducted iterative testing on a responsive website, refining design elements based on insights from affinity diagrams and user feedback
  [Link to project](#)

Education and Certification

GOOGLE UX DESIGN, TORONTO, ON   June 2023 – December 2023

Google UX Design Professional Certificate | 96%

FANSHAWE COLLEGE, LONDON, ON   October 2021 – June 2023

College Diploma| Website Development and Internet Application | GPA 4.02

ADDIS ABABA UNIVERSITY, ETHIOPIA   September 2006 – June 2009

Bachelors Degree | Information systems | GPA 3.00

Key Skills

UX AND INTERACTION: Visual Design, Branding, Design Thinking, Qualitative and Quantitative User Research, User Interviews, Wirefaming, prototyping, User Flow, Information Architecture, Persona Design, Empathy Mapping, Usability Testing, Competitive Analysis, Style Guide, Typography, Git,

SOFTWARE: Figma, Canva, Miro, Adobe XD, Adobe Photoshop, Sketch, Webflow, Framer

CODING: HTML, JavaScript, CSS/SCSS