

Abdelselam Kemal

Product Designer | Creative Engineer

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Professional Summary

UI/UX Designer and Creative Engineer with experience in designing web and mobile products, building design systems and leading cross-functional collaboration across startups, client projects and mentorship programs. Contributed to mobile app serving 10M+ users and led mentorship programs supporting 50+ designers and developers. Strong background in wireframing, prototyping, usability-focused interface design and design-to-development collaboration.

Skills

- UI/UX Design: Figma, wireframing, prototyping, user flows, information architecture, responsive design
- Design Systems: Component libraries, design tokens, scalability, consistency
- Research & Testing: User interviews, usability testing, insight analysis
- Visual Design: Branding, typography, color systems, layout and grid systems

Work Experience

Product Designer | Moona Agency

Addis Ababa, Ethiopia | Jan 2026 - Present

- Lead branding, web and mobile product design for client projects, improving brand consistency and overall design quality.
- Collaborate with developers and stakeholders to ensure accurate implementation and strong cross-platform usability.

Technical Head | NSDA Association

Addis Ababa, Ethiopia | May 2025 - Present

- Lead cross-functional teams across UI/UX, frontend and production to improve collaboration and delivery.
- Designed and managed a mentorship program for 50+ aspiring designers, developers, and students.

UI/UX Designer & Developer | Bashsquare

Budapest, Hungary | Jun 2025 - Nov 2025

- Contributed to cross-platform mobile product development for Android and iOS on a platform serving 10M+ users.
- Designed adaptive, user-friendly features and supported feature integration to improve engagement, retention and app performance.
- Integrated backend-connected product experiences supporting reliable real-time updates and smoother data flow.

UI/UX Designer & Developer | Bytefarm

Addis Ababa, Ethiopia | Mar 2023 - Aug 2023

- Designed the Wallet-X mobile app with clear user flows and consistent interfaces for a digital wallet experience.
- Turned product requirements into accessible, user-centered screens that improved usability and satisfaction.
- Worked with the team to maintain design consistency during Flutter implementation.

UI/UX Designer | RDX Delta Rabbit Technologies

Addis Ababa, Ethiopia | Dec 2022 - Mar 2023

- Supported product and development teams in designing responsive app interfaces and user flows.
- Applied modern design principles to transform requirements into functional, user-friendly layouts.

Education

Bachelor of Science in Computer Science

Addis Ababa University, College of Computational Science

CGPA: 3.5/4.0

Certificates

- Website Design & Development, SidHustle
- Marketable Software Development, iCOG Makers