

Abdelselam Kemal

Product Designer • Creative Engineer

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Professional Summary

UI/UX Designer and Creative Engineer specializing in scalable design systems and cross-functional product delivery. Proven track record of designing for mass-scale applications (10M+ users) and bridge-building between design and frontend engineering. 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.
- Standardize design-to-development workflows, aligning directly with engineering teams to ensure pixel-perfect asset implementation and high cross-platform usability.
- 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, scaled and managed an engineering and design mentorship ecosystem supporting 50+ designer and developers.

Product Designer | Bashsquare

Budapest, Hungary • Jun 2025 - Dec 2025

- Engineered adaptive, user-centered features for a high-traffic, cross-platform Android and iOS application serving 10M+ active users.
- Iterated on interface layouts based on performance metrics to noticeably maximize app engagement and decrease user drop-off.

UI/UX Designer | 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.
- Partnered directly with engineering teams to map Figma design tokens to Flutter code, reducing cross-platform UI bugs and cutting development handoff cycles.

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, SideHustle
- Marketable Software Development, iCOG Makers