

Abel Endeshaw

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EXPERIENCE

Senior Product Designer

Dec 2024 – Present

IE Network Solutions

Addis Ababa, Ethiopia

- Led the design of major features for the Selamnew Workspace SaaS platform, delivering an enhanced and streamlined user experience.
- Increased user engagement by 20% designing an intuitive landing page that effectively showcased product value and guided user interactions.
- Eliminated major UI inconsistencies through redesign and refinement, ensuring a polished and consistent user experience across the platform.
- Accelerated development timelines by 10% by designing a complete CRM system ahead of the expected deadline.
- Boosted user satisfaction by 30% through design audits that identified and resolved pain points across the Selamnew Workspace project.
- Collaborated with cross-functional teams to ensure high-quality, accessible design implementation aligned with business goals.

Churchme

Mar 2023 – Dec 2024

United States

Remote

- Conducted research on using cloud functions to send notifications across all devices for the churchme app
- Developed a way to create and participate in polls for the churchme mobile app effectively adding 20% more user engagement.
- Added front-end fixes across the mobile app to increase usability and user experience

Mobile App Developer

Feb 2022 – Feb 2023

Gotech Technologies

Addis Ababa Ethiopia

- Designed and prototyped an inventory management system by applying visual hierarchy rules and accessibility standards, ensuring an intuitive and inclusive user experience.
- Boosted visual quality and responsiveness by 30% on the Ezzihu social media app by leveraging Flutter packages and design best practices.
- Improved system reliability by 20% and reduced bug reports by 30% by implementing test-driven design principles (TDD) and supporting cross functional collaboration.

EDUCATION

Addis Ababa Science and Technology University

Addis Ababa, Ethiopia

Bachelor of Science in Software Engineering

Feb 2018 – June 2022

CERTIFICATION

CalArts

Coursera

Visual Elements of User Interface Design

Jul 2025 – Sep 2025

PROJECTS

Selamnew Workspace | *Figma, Jira, Next Js*

Dec 2024 – Present

- Designed Meeting Management system, and all major dashboards for different modules such as Talent Acquisition, Time and attendance modules by leveraging Figma
- Spear headed a testing and revamp program where all features were thoroughly tested and proper updates were implemented based on user feedback
- Gathered Feedback reports for the system and managed tasks for User experience revamps by leveraging Jira
- Coded UI Critical fixes such as responsive UI changes by using Next Js

TECHNICAL SKILLS

Design Tools: Figma, Adobe XD, Miro, ProtoPie, Webflow, Framer

Languages: Dart, Flutter, JavaScript, HTML/CSS

Frameworks: React, Next.js, bootstrap, Tailwind, Material-UI, shaden-UI

Developer Tools: Git, Google Cloud Platform, VS Code, Visual Studio