

SEMERE SEIFU *UX Designer | Product Designer*



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📍 Addis Ababa, Ethiopia (Open to Remote)

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👤 PROFESSIONAL SUMMARY

UX and Product Designer with 5+ years of experience across SaaS, B2B, and mobile products in AdTech, EdTech, FinTech, and Food Tech. My work spans the full product design process, from user research and usability testing through interaction design, prototyping, and design systems, primarily in Figma, Webflow, and the Adobe Creative Suite. I have a track record of designing intuitive interfaces that reduce user friction and empower non-technical users, working within Agile, cross-functional teams to deliver mobile-first and responsive experiences for global and African markets.

📁 WORK EXPERIENCE

2025

Addis Ababa, Ethiopia

Santipay (Freelance), Product Designer — Novalut Neo-Banking Platform

- Took the Novalut neo-banking platform from concept to a full 14-module product covering biometric KYC onboarding, core banking, P2P transfers, multi-currency FX wallets, card management, merchant QR/SoftPOS tools, AI-driven lending, and a loyalty program across iOS, Android, and web.
- Research shaped every major decision: 4 personas (urban youth, rural first-timers, diaspora, merchants), 6 end-to-end user flow maps, and a competitive review of Wise, Revolut, Telebirr, and Dashen Bank to find where Novalut could genuinely stand apart.
- Put together a multilingual design system in Amharic, Oromo, Somali, and English, with offline-capable flows so rural users on low-connectivity devices could still complete core banking tasks.

2025

Addis Ababa, Ethiopia

Freelance Client (FEMA), Product Designer — LMS Mobile App

Took a multi-role LMS mobile app from zero to a complete Figma prototype, covering four separate role experiences: students browsing courses and watching lessons, teachers creating and organizing content, parents tracking their child's progress, and admins managing users and permissions.

03/2023 – 05/2025

Addis Ababa, Ethiopia

AIQEM Tech, UI/UX Designer & Graphic Designer

- Designed the campaign management workflow for a B2B AdTech SaaS so non-technical managers could handle ad uploads without engineering support, cutting upload time in half.
- Owned the Figma design system throughout, including component libraries, typography scales, and color tokens, which made handoff to developers significantly faster and more consistent.

- Ran usability tests and user interviews across multiple sprint cycles, using the findings to refine prototypes before they reached development. Also handled brand identity and marketing collateral.

08/2023 – 10/2024
Santa Clara, CA
(Remote)

10 Academy, UX Designer — EdTech Product Team

- Worked on the core SaaS e-learning platform for AI and ML engineering students, focusing on progress tracking features like visual progress indicators, milestone views, and completion states.
- Designed Nana, an AI learning assistant embedded in the platform, with conversational UI flows and context-aware prompts that gave students help at the right moment in their coursework.

06/2022 – 01/2023

Platform Technologies, UI/UX Designer

Handled the full design of a contactless food-ordering mobile app, from information architecture and user flows through to high-fidelity prototypes, with a focus on reducing friction at the menu-browsing and checkout stages.

03/2020 – 01/2021

BeeZ Social ERP, UI/UX Designer

Worked closely with product managers and engineers to turn complex ERP requirements into interfaces people could actually navigate. Produced site maps, wireframes, and high-fidelity mockups, then proposed UX improvements that cut user drop-off across the platform.

EDUCATION & CERTIFICATIONS

10/2021 – 04/2022

Google UX Design Professional Certificate — Coursera / Google

11/2019 – 01/2020

Web Development Core Program — Gebeya, Addis Ababa

07/2018

BSc in Chemical and Bio Engineering — Addis Ababa Institute of Technology

SKILLS

Design

UX/UI Design, Product Design, Design Systems, Interaction Design, Prototyping, Wireframing, Information Architecture, User Research, Usability Testing, Mobile-First & Responsive Design, Accessibility (WCAG), Visual & Graphic Design, Basic Motion Design

Methods

Design Thinking, Agile / Scrum, Cross-Functional Collaboration, Stakeholder Presentations, Design Handoff

Tools

Figma, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Webflow, Framer

Domains

SaaS, B2B, AdTech, EdTech, FinTech, Neo-Banking, Food Tech, LMS, Mobile & Web Apps