

Betselot Amare

UI/UX Designer

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Addis Ababa, Ethiopia

Socials

Linkedin
betselot-amare

Languages

English
Advanced, C1 Level

Amharic
Native

Summary

UI/UX Designer with 3+ years of experience in the creative field. Now creating engaging, user-friendly web and mobile interfaces. Worked on 15+ projects, combining wireframing, prototyping, IA, UCD, and conversion-centered design.

Latest projects

E.D.G.E School System
School Management System
https//figma.com

Genesis AI Lab Landing Page
Landing Page made with Webflow
https://genesisailab.com

Experience

UI/UX Designer
Genesis AI Lab, AA
02/2025 - Present
Participated in client meetings to translate needs into actionable design solutions. Designed intuitive, modern web and mobile experiences for SaaS and AI-driven products.

UI/UX Designer
TeachNet, Turkey
06/2024 - 01/2025
Designed user-friendly interfaces, and Iterated on designs based on feedback to enhance user experience. Collaborated with developers to ensure seamless design implementation. Created wireframes and prototypes

UI/UX Intern
RDX Delta Rabbit
05/2023 - 06/2023
Learned and applied core UI/UX design principles by creating basic wireframes, UI screens, and simple prototypes. Supported senior designers, received regular feedback, and built a strong foundation in user-centered design and design tools.

IT Support Intern
Safe Light Initiative, AA
02/2023 - 03/2025
Provided frontline technical support to staff, resolving 90% of hardware, software, and network issues promptly to minimize downtime.

Logo Design & SDR
Hule Mekina, AA
02/2023 - 03/2026
Created the logo and brand guideline. Established an excel based CRM system to track and manage leads, improving follow-up efficiency and conversion rates for car sales.

Education

IBM Skills Build
UX Design Fundamentals
Nov 2025

Hilcoe
BSc Computer Science
Sep 2019 - May 2024

Skills

Design
Web Design | Mobile Design | Graphic Design | UX Design | Branding

Development
Webflow | Framer | WordPress | HTML | CSS | JS | Vibe Coding

Tools

Figma
Web Design Tool

Webflow
No-code Web Development

Framer
No-code Web Development

Canva
Design Tool

Jitter
Video Editor

Spline
3D Design