

NAHOM GIRMA

Senior Product Designer

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SUMMARY

Product designer with 4+ years shipping end-to-end across AI platforms, government systems, and education products. I specialize in making complex workflows feel effortless, from a national labor management system serving thousands of government officers to a digital literacy platform designed for elderly first-time smartphone users. I bring a strong systems lens: I've built design systems from scratch, designed for accessibility and bilingual interfaces, and collaborated directly with engineers from research through handoff.

EXPERIENCE

11/2025 - Present

Addis Ababa, Ethiopia

Senior Product Designer

Ministry of Labor and Skills

- Led a team of 3 designers on Ethiopia's national e-government platform for labor export operations, serving thousands of government officers across 700 agencies nationwide.
- Delivered 5 end-to-end product modules, foreign job applications, employment contracts, agency inspections, compliance requests, and case management, reducing average task completion time by 20%.
- Built a complete design system from scratch including color tokens, component library, and light/dark mode variants, cutting design-to-dev handoff time by ~45% and enabling consistent UI across the entire platform.
- Designed all interfaces bilingually (English + Amharic), ensuring accessibility compliance for a diverse government workforce.

07/2024 - Present

Product Designer

Gashe

- Co-founded and led product design for a digital literacy platform targeting elderly users (55+ age group), conducting 3 user research sessions to surface unique cognitive and behavioral design needs.
- Designed an information architecture and interaction system that reduced onboarding drop-off by 40%, prioritizing clarity, confidence-building UI, and accessibility throughout.
- Established the complete brand identity from zero: logo, color system, typography, and all marketing touch points, maintaining consistency across 50+ brand assets as the platform scaled.
- Currently leading the transition to an AI-powered learning experience, integrating personalization features to adapt content progression to individual user pace and ability.

08/2025 - 10/2025

Contractual - Dallas, TX, United States

Product Designer

Read21

- Designed two interconnected literacy platforms end-to-end: a teacher training tool built around a structured 21-day curriculum, and a children's library with a rewards-driven reading progression system.
- Translated a complex step-by-step methodology into a progressive UI with clear navigation and digestible content hierarchy, enabling over 500 educators to self-guide through the full training with minimal support.
- Designed an age-appropriate reward loop for the children's platform that increased session engagement by 20%, balancing simplicity for young users with enough depth to build long-term reading habits.
- Took both products from research and concept through wireframes, prototyping, and high-fidelity Figma delivery within a 2 month engagement.

01/2024 - 04/2025

Addis Ababa, Ethiopia

UI/UX & Creative Director

Prestige Addis

- Led end-to-end design for 10+ artists and creative platform websites, defining site architecture, wireframes, and high-fidelity UI that balanced aesthetic expression with conversion-focused usability.
- Directed the visual strategy across all brand and content projects, setting creative briefs, defining visual language, and ensuring consistency across every client touchpoint from concept to final output.
- Increased average client conversion rate by 60% through UX improvements including cleaner navigation, stronger visual hierarchy, and optimized calls to action.

EXPERIENCE

08/2023 - 05/2024

Addis Ababa, Ethiopia

UI/UX Designer

Zema Multimedia

- Led design for 2 in-house digital products including a music streaming mobile app and a ride-hailing platform, owning the full process from user research through high-fidelity Figma delivery.
- Defined information architecture and interaction patterns grounded in user research, reducing key user flow friction across both products.
- Collaborated directly with engineering through handoff and QA, maintaining design integrity across multiple development sprints and iterating based on usability feedback.
- Conducted 2 rounds of moderated usability testing with 20+ participants each using Figma prototypes, using findings to refine onboarding flow and over 8 critical app features across the music streaming and ride-hailing products

12/2023 - 02/2024

Addis Ababa, Ethiopia

UI/UX Designer

Startup Agile

- Designed AI-powered web platforms for document analysis and intelligent output generation, translating complex machine-learning workflows into interfaces that felt simple and accessible to non-technical users.
- Mapped full user flows and information architecture for each product, reducing time-to-first-output by 10% compared to the client's previous workflow tool.
- Executed research-to-delivery on each project within tight timelines, with all designs handed off as production-ready Figma files with documented components and interaction specs.

07/2022 - 11/2023

Frontend Developer & UI/UX Designer

Kin Ideas

- Designed and developed a web admin panel in React, Redux, and Ant Design for managing 500+ users, media content, and analytics data — handling both UX design and frontend implementation end-to-end.
- Built a reusable React component library that reduced development time and improved codebase maintainability across the team.
- Designed UI/UX for a music streaming app and ride-hailing platform from wireframe to high-fidelity prototype in Figma, then implemented frontend using RESTful APIs integrated with Django REST Framework.
- Delivered 15+ client landing pages optimized for SEO and conversion, using responsive design and on-page optimization techniques across WordPress and React.

EDUCATION

09/2016 - 04/2022

Mekelle, Tigray, Ethiopia

BSc. Electrical & Computer Engineering (Stream of Computer Engineering)

Mekelle University

LANGUAGES

English
Proficient



SKILLS

Design & Methods

Figma Adobe Suite Claude Code Figma Make Google Stitch UX Research Usability Testing

Design Systems Information Architecture Interaction Design Accessibility (WCAG)

Motion & Coding

Blender Rive Moho Adobe Animate After Effects Framer Wordpress Claude Code