

AKLILE MEKURIA

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Articulate professional with broad exposure of delivering UX design for brands and organizations through a combination of storytelling, design, and technology. Innovative approach to brainstorm creative design ideas and transform users' requirements into state-of-the-art UX designs to land customer-centric UI/UX experiences. Engaging presenter with an aptitude to perform extensive research and clearly convey complex information to stakeholders regarding products and services. Equipped with keen attention to detail and an unwavering commitment to UX design excellence.

Dedicated to support product design, validation, and deployment to simplify user accessibility / interaction. Expert in managing projects and resolving problems to meet strict deadlines. Proficient in Figma, Adobe XD, Canva, and Microsoft Office and Google Suite.

CORE COMPETENCIES

Interactive UX Design Creation
Global Communication
UX Research and Critical Thinking

Usability Testing
Report Preparation and Presentation
Project and Program Management

Project Stakeholder Engagement
Social Media Marketing Campaign
Bilingual (English and Amharic)

PROFESSIONAL EXPERIENCE

Into The Uxverse, Addis Ababa, Ethiopia, 2021 - Present

UX Designer (Self-Employed)

Completed a rigorous 6 month program which resulted in a completed **portfolio** with 5 hands on projects.

- Passport Ethiopia: Designed a passport registration app including a responsive site and app.
- Community Frst: Led visual design and testing for a responsive web and app volunteer platform.
- Mesob Ethiopia: Spearheaded the research and design of a modern Ethiopian food delivery app.
- Adore Addis: Within a strict time frame completed the redesign and conceptualization of business offline and online menus by performing, competitive analysis, user research, wireframing, prototyping and testing.
- Sweet Bubble: Conceptualized brand identity, including, research, wireframing, prototyping, and user-testing.

Lapis Communications, Addis Ababa, Ethiopia, 2020 - 2021

Senior Program Associate

Led production with Minister of Trade and Managing Director of Enterprise Partners Ethiopia while editing scripts based on feedback and organizing filming in rural locations. Created winning proposals across MENA region and East Africa. Administered popular **Warka** (Big Debate), an eight-episode TV series of live youth debates on key political, economic, and social issues while creating production schedules, allocating available resources, and posting shows activities on social media and TV.

- Oversaw communications between DAI Ethiopia office and Lapis for **10-minute summary video** that capture last seven years of inclusive economic opportunities in Ethiopia.
- Distributed material to 20+ municipalities in remote Somali region for UNICEF by uploading critical content in Somali to 500 Talking Books, such as COVID-19, Family Nutrition, and WASH and managing content translation and recording to Somali.
- Contributed to Lapis's social media presence growth by 50% through impactful social media campaigns and posts creation.
- Grew and developed new potential business opportunities by ensuring regular engagement with new and existing clients.

ClearSkies ICT Technology, Addis Ababa, Ethiopia, 2019 - 2020

Marketing and Communication Associate

Performed monitoring and testing of VAS services for international clients. Created proposals for organizations in accordance with ClearSkies products and services.

- Designed communications and marketing strategy and created compelling advertising materials across multiple channels to promote awareness of company products and services.

Journeys Within Our Community, Siem Reap, Cambodia, 2017 - 2018

Fundraising and Communications Manager

Managed annually and quarterly financial planning, program, and operational M&E while collaborating with Executive Director. Maintained internal communications for stakeholders (global donors) by partnering with program managers.

- Refined UX design of website by successfully restructuring website and business cards and brochures.
- Synchronized with JWOC's fundraising and communications by developing capacity of 140 JWOC Scholarship (university) students through skill-improvement trainings and guest tours.
- Achieved yearly financial target by successfully managing fundraising events, including JWOC's largest annual fundraiser.
- Developed and wrote the Annual Report for the year 2017 and 2018 by extracting, compiling, and analyzing relevant data.

Girls Gotta Run, Ethiopia, 2015 -2016

Program Manager

Interacted with international donors, such as Nike, Oiselle and Swedish Embassy during visits to educational programs in rural Ethiopia. Researched and delivered interactive promotional material, including scholar impact stories for social media, monthly newsletter, donor packets, and annual report.

- Conducted interviews with international media groups, including as **BBC**, **Runners World**, and **Refinery 29** in rural locations while ensuring hearing of social cause and organizational needs.
- Rewarded 40 new scholarships in 2016 with schools and educators by interviewing 60 scholars for program.

ADDITIONAL EXPERIENCE:

Communications Intern, Sustainable Development Goals Center For Africa, Kigali, Rwanda

Administrative Executive, Spa Dreaming, Nairobi, Kenya

Social Media and Content Strategist, Akili Dada, Nairobi, Kenya

Operations Assistant, F45 India, Hyderabad, India

Director's Assistant, Physically Active Youth, Windhoek, Namibia

EDUCATION & CERTIFICATIONS

Bachelors of Arts | Osmania University, Hyderabad, India, 2015

Google UX Design Professional Certificate, 2022