

Amha Gebrehanna

Graphics Designer

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Professional Summary

Detail-oriented graphic designer with over six years of experience. Skilled at translating client visions into engaging visual concepts and creating high-quality designs for both print and digital platforms. Collaborates effectively with cross-functional teams to deliver projects on time and within budget. Passionate about contributing to an innovative team.

Authorized to work in the US for any employer

Work Experience

Graphic Designer

CDI TECHNOLOGIES-Arlington, VA

April 2019 to Present

- Worked under the mentorship of senior graphic designers to prepare high-quality designs and content.
- Successfully managed multiple projects concurrently, meeting strict deadlines and maintaining exceptional quality standards.
- Collaborated with teams to create visually appealing presentations for sales and client meetings, enhancing communication and client service.
- Created marketing materials that contributed to a 50% boost in social media conversions.
- Designed marketing materials such as brochures, flyers, and social media graphics to enhance brand visibility and customer engagement.

Graphic Designer (Freelance)

Self Employed-VA

February 2016 to March 2019

- Create innovative design packages to elevate and differentiate branding, marketing, and advertising initiatives.
- Completed 100+ graphic design projects for small and big corporations, boosting customer satisfaction rates.
- Collaborated with clients to understand their vision and translate it into visually appealing designs.
- Redesigned website visuals, increasing user engagement by 35% and reducing bounce rate by 20%.
- Developed and maintained strong client relationships, resulting in repeat business and referrals for freelance graphic design services.

International Flight Attendant

EMIRATES AIRLINES-Dubai

June 2010 to October 2015

- Submit reports on flight incidents, passenger feedback, and in-flight sales—practice time management and punctuality.
- Respected cultural differences and worked globally in varying shifts.

- Providing leadership in emergencies and non-emergency situations independently or as part of a team.
- Adhere to aviation rules and regulations for safety.

Graphic Designer

RF Digital Services-Addis Ababa

January 2009 to May 2010

- Take charge of design projects from initial concept to final delivery, ensuring quality, coherence, and compliance with brand guidelines.
- Managed multiple projects at a given time while under pressure to meet deadlines.
- Responsible for revisions, initial release, and product release.
- Manage a marketing team of 9 employees, providing coaching, conducting performance reviews, and promoting inclusivity.
- Coordinate with teams to identify process gaps and develop solutions for improved efficiency, cost reduction, and customer satisfaction.

Education

Bachelor's degree in Computer Science

RMIT University - Australia

2013 to 2017

Bachelor's degree in Business Management

Unity University - Ethiopia

2003 to 2007

Skills

- Typography
- Adobe Photoshop
- Adobe Acrobat
- Color Theory
- Layout Design
- Adobe InDesign
- Web Design
- Adobe Premiere
- Adobe Creative Suite
- Photo editing
- Branding
- Time management
- Logo Design
- Graphic design
- Figma
- Canva
- Adobe Illustrator
- Video Editing

- Microsoft Office
- Photography

Links

<http://www.designbyamha.com>

Certifications and Licenses

Graphic Design Specialization

May 2024 to Present

Completed Specialization Certification from the California Institute of the Arts (CalArt). Coursework included Typography, Branding Communication, and Visual Communication.

Logo Development: Identity Delivery

May 2024 to Present

Completed a Logo Development and Identity Design Training Course on LinkedIn Learning, focusing on creating strong brand identities and effective logo designs.

Adobe Photoshop Professional Certification

May 2024 to May 2027

Validates professional expertise in Adobe Photoshop and the ability to create and publish digital images.

Adobe InDesign Professional Certification

May 2024 to May 2027

Certifies expertise in Adobe InDesign and the skill to produce professional print and digital publications through dedicated training.