

Abel Tefrri | Web & Digital Designer

Web, UI/UX, and Digital Design graduate with a strong foundation in visual design, responsive web design, typography, and user-centered interfaces. Proficient in Figma and Adobe Creative Suite, with hands-on experience creating concept projects across web, mobile, branding, and print. Known for combining creativity with usability to deliver thoughtful design solutions. Seeking a design opportunity to contribute to impactful digital and visual experiences.

Education

Bachelor of Arts - Web & Digital Design
University of Maryland Global Campus (UMGC)

Work Experience

Freelance Graphic Designer

Fuluy Consultant | May 2023–current

- Designed brand identities, social media assets, and marketing collateral for small businesses and startups.
- Created responsive website mockups and landing page designs in Figma and Adobe XD.
- Delivered print-ready and web-optimized assets following brand guidelines and production standards.
- Managed client communication, scope, timelines, and revisions independently.
- Increased client engagement through optimized visual hierarchy and user-centered layouts.

Freelance Digital Designer

Upwork | May 2023 – Current

- Designed digital campaigns including email templates, web banners, and social media graphics.
- Developed wireframes and high-fidelity UI designs for web and mobile interfaces.
- Collaborated with developers to ensure accurate design implementation.
- Optimized images and assets for performance and accessibility standards.
- Conducted competitor research to inform visual direction and UX decisions.

Graphic Design Intern

Witness Media | March 2022 – April 2023

- Assisted senior designers in developing branding systems and marketing materials.
- Created production-ready files for print and digital distribution.
- Edited images and vector graphics using Adobe Creative Suite.
- Participated in design critiques and implemented feedback efficiently.
- Supported social media and web design initiatives under tight deadlines.

Contact

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Skills

Graphic Design

Responsive Web Design

Wide Format Printing

Print Design

UI/UX Design & Wireframing

Social Media Design

Toolkit

Adobe Photoshop, Illustrator,

InDesign, & After Effects

Microsoft Word, Excel, and

PowerPoint

Figma

HTML/CSS

Certifications

Google UX Design Professional Certificate

Adobe Certified Professional (ACP)

Figma UI Design Certificate

HubSpot Content Marketing Certification

Responsive Web Design Certification

HTML/CSS

Languages

English (Fluent)

Amharic (Native)

Tigrigna (Native)