



Birhane Araya

(Software Engineer)

- UI/UX Developer
- Digital Marketing & Graphic Design Specialist | Trainer

Details

Address:

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Qualities

Communication

Excellent communication skills of explaining a concept with the help of examples and metaphors.

Problem solving and creativity

Faster to come up with creative solutions to a problem.

Leadership

Good team creator and team coordinator - excellent instincts of realizing people's potential.

Learning and adaptability

Very quick learner and highly adaptable to new environments.

Languages

Tigrigna Native

Amharic

English

Profile

I'm a talented UI/UX Developer on my way to becoming a Product Manager, with a humble beginning in graphic design and a degree in software engineering. Over time, I've built a diverse skill set that spans design, development, and product management. I also have extensive knowledge in digital marketing, having spent the past 1.7 years training individuals and companies. This experience has deepened my understanding of how marketing strategies drive product success. My background in both design and engineering, combined with my marketing expertise, allows me to bridge the gap between creativity, functionality, and market needs, enabling me to create meaningful user experiences and drive impactful product outcomes.

Education

• BSc in Software Engineering

- Microlink IT & Business College, Mekelle
- OCT 2016 – MAY 2021
- GPA 3.86

• Diploma in English language

- Melody school of English, Mekelle.
- OCT 2013 - OCT 2014 GC.

• Product Management, UI/UX Design, Branding & Digital Marketing Udemmy Courses

"Become a Product Manager | Learn the Skills & Get the Job", "The Freelance Masterclass: For Creatives", "Canva Design Essentials", "The Branding Masterclass: The Entire Brand Design Process", "Motion Design with Figma: Animations, Motion Graphics, UX/UI", "Mega Digital Marketing Course A-Z: 32 Courses in 1 + Updates"

Product Manager & UI/UX developer

Medco Technology Solutions, Addis Ababa Feb 2024 - Current - Full Time Project Manager & UIUX Developer

- Led the design and development of software systems for healthcare and insurance tech solutions, ensuring alignment with client requirements and business goals.
 - **Kenema Pharmacies Enterprise and Alert Comprehensive Hospital Management system:** Designed core web system for managing Branch, their inventories, dispensary process for paying and credit patients, and other pharmacy management system functionalities.
 - **Lemobile:** Designed a mobile device insurance application and admin management interface for Nyala Insurance (currently in development).
 - **Travel Insurance:** Designed a life insurance application for travelers and its admin interface for Nyala Insurance (currently in development).
 - **Fetap:** Designed UI/UX for a system facilitating life insurance for individuals traveling abroad for work (Nyala Insurance).
 - **HealthConnect:** Designed an web system for managing health insurance products with portals for the insurance companies and services provider facilities. this system manages policies, underwriting and claim management among other functionalities.
 - **eRx Ethiopia:** Designed a comprehensive pharmacy management system, including online prescriptions and medication dispensing for Alert Hospital (currently in development).
 - **MOH's ORCS:** Designed the interface for the Ministry of Health's Online Residents Contacting System, managing the sponsorship process for medical doctors in Ethiopia.
 - **CBHI:** Designed an application and admin system for Community-Based Health Insurance, centralizing member data for registration, renewal, and payments in Addis Ababa.
 - **InsurePrime:** Designed an application and admin interface for premium financing, enabling monthly motor insurance payments.
 - **Rento:** Designed a vehicle rental system, including a user app, website, and admin interface for managing vehicles, rentals, and requests (currently in development).
- Delivered numerous landing pages and small application systems, showcasing versatility and attention to detail.

Skills

- **Project Management Tools:** Trello, Jira, Notion, Slack
- **Web Development & Hosting:** WordPress, Hostinger, Other Web Hosting services
- **Design & Content Creation:** Canva, Good AI Prompting
- **Soft Skills:** Public Speaking, Product Demonstration, Partner Relationship Maintenance
- **Documentation:** Drafting Agreements, Preparing Documentation

Other qualities

- Great energy
- Observant
- Flexible and Adaptive

Tools

- Figma
- Framer
- XD
- Illustrator
- Photoshop
- Canva

Programming languages, framework

- Php - Prior Experience
- Python
- Html, Css, JS, Tailwind
- React.js - Junior

Other tools and platforms

- Wordpress
- Hostinger

- Managed project timelines, resources, and deliverables, ensuring timely and high-quality outcomes.
- Designed and managed UI/UX for multiple projects, creating user-friendly and visually appealing interfaces.
- Drafted and reviewed partnership agreements, ensuring clear communication of terms and deliverables.
 - Demonstrated products and presented materials in high-level meetings and events, including the **Ministry of Health, Addis Ababa Health Bureau, Addis Ababa Innovation Bureau, Kenema Pharmacies Enterprise, Nyala Insurance, Lion Insurance, Awash Insurance, and various hospitals.**

Gamm Technology Importer, Addis Ababa. July 2024 - Part Time UI/UX Developer

- **UI/UX design for the Integrated Educational Assessment and Regulatory System (IEARMS)** for the Addis Ababa Education and Training Quality Regulatory Authority (AAETQRA), a government office, designing the management system and evaluation tablet app.

Admas Financial Technology, Addis Ababa. March 2024 - Part Time UI/UX Developer

- **Payment Gateway Platform (AdmasPay):** Designed the UI/UX for AdmasPay, a payment gateway system, including the Admin Interface, Merchant Interface, Landing Page, and Documentation Page, ensuring a seamless and user-friendly experience across all platforms.
- **Equb & Savings App (Awud):** Designed the UI for a community equb and savings app.
- **Social Media App for Events (Dilai):** Designed the UI for a social media platform dedicated to event planning and interaction.
- **Betting Platform:** Designed a Comprehensive Betting Platform for multiple actual and virtual games, featuring a User Interface and Betting Client Interface tailored to client needs.

Go-Trip-Ethiopia - Africa Technologies PLC, Addis Ababa - September 2023 - February 2024

- **I designed and managed UIUX** for the Trip Dispatcher and Management System, Driver App, and Customer App, while also redesigning the UI/UX for the "shared trip" feature and improving navigation.
- **Other Experience in Marketing:**
 - Trained sales forces and created social media content.
 - Participated in the development of marketing strategies.

Freelance Projects:

- **E-commerce Platform (Kulfinet):** Designed the UI for a fully responsive e-commerce website and app, enhancing user experience and functionality.
- **Interactive Virtual & Betting Games (Proxima):** Designed engaging interfaces with gamification elements.
- **Designed mobile apps and websites for various companies**, including Fana Sacoo, Marbark Trading, The spicy Ethiopian restaurant Canada, MPI Convenience store franchisee in Canada, Mindset Performance Institute (MPI) in USA and Birana Educational Technology.



Requirement analyst and system architect

- Software requirement analyst and system architect for a Raw material management system.



Project leader, UI/UX, Frontend(html css and js) and backend(PHP) in college

- In my first capstone project, I developed an e-commerce system that allows sellers to post their products for buyers to browse. In my second capstone project, I developed a student registration and fee management system for Microlink College.



Graphic design

- Designing graphics such as banners, stickers, business cards, logos, and other print and screen products.



Digital Marketing

Golden Sales & Marketing Institute (Addis Ababa)

- I am currently giving professional trainings of digital marketing part-time in Golden sales and marketing institute.
- Consulted and trained sales staff at Ghion Real Estate on digital marketing.

Ashewa Technology SC. (Addis Ababa)

- I have designed and developed digital marketing training materials and am currently providing part-time digital marketing training at Ashewa Technology SC.

Fluency language & computer institute (Addis Ababa)

- I have consulted on digital marketing strategies and have designed and developed digital marketing training materials.

Classy academy, Real-way school of language, Health plus academy (Mekelle)

- I have thought web development courses, python short courses and English language (Prior Experience)