

# Abenezer Bekele

abenezerbekele01@gmail.com ❖ (651) 329-1895 ❖ Roseville, MN

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Recent Computer Science and Digital Humanities graduate with hands-on experience in UX/UI design, front-end development, and digital solutions. Skilled in crafting intuitive and visually appealing digital products through wireframing, prototyping, and responsive web design. Proven ability to collaborate with cross-functional teams, conduct user research, and deliver solutions that enhance user experiences. Eager to bring creativity, technical skills, and a user-centered approach to a forward-thinking company ready to make an immediate impact.

## SKILLS

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- **Technical:** HTML, CSS, JavaScript, React.js, WordPress, Shopify, Visual Studio Code, IT Support, GitHub, Bootstrap
- **Design & Soft Skills,** Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Figma, Troubleshooting & Tech Support, Bilingual: English & Amharic

## WORK EXPERIENCE

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### Northeast Marketing Group

July 2022 – December 2023

Web Design and Marketing Intern

- Leveraged user experience and competitor research to grow various websites traffic by an average of 18% in 6 mos.
- Acquired valuable insights into contemporary media marketing trends and strategies, leveraging exposure to agency and business practices to contribute to innovative website remodels
- Lead collaborative efforts with various teams to craft compelling content for diverse clientele, optimizing brand messaging and enhancing customer engagement

### BOL (Bread of Life)

Founder & Creative Director

February 2024 – Present

- Founder and operate a clothing brand, managing all aspects of design, e-commerce, and marketing.
- Designed apparel, branding, and marketing assets using Adobe Creative Suite and Figma.
- Built and maintain the Shopify e-commerce site, handling UX layout, customer experience, and product uploads.
- Run targeted ad campaigns using Meta Ads and manage community engagement across Instagram, TikTok, and Facebook.
- Drove sales growth through digital marketing, influencer partnerships, and user-first design decisions.

### Glimpse Diagnostics

June 2022 – August 2022

Packaging and UX Design Intern

- Conducted market analyses to develop packaging design strategies, ensuring alignment with target audience preferences and the overall competitive landscape through consumer insights to enhance brand perception and product differentiation
- Orchestrated the complete packaging design process from conceptualization to execution, generating mockups and prototypes for beta packaging
- Facilitated seamless integration of design concepts with product specifications through cross-functional collaboration, ensuring visually compelling and functional packaging solutions aligned with business objectives

### 3M

June 2019 – August 2019

Automotive and Aerospace Intern

- Co-managed the annual Quality Assurance reporting process for the automotive division, ensuring compliance with industry standards such as PPAP (Production Part Approval Process), fostering trust among stakeholders and enhancing brand reputation for quality excellence
- Aided automotive engineers on a project basis, contributing to the successful execution of quality engineering initiatives within the automotive and aerospace solutions department, bolstering project efficiency and client satisfaction

### Bethel University Technology Services

August 2020 – May 2021

Student Manager

- Delivered comprehensive technical support to staff, students, and alumni serving as a primary point of contact for resolving technology-related inquiries via phone and in-person interactions, ensuring seamless operational efficiency across diverse technological platforms

## EDUCATION

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Bethel University, Saint Paul, MN

August 2020 - May 2024

Bachelor's Degree, **Computer Science and Digital Humanities**

- 3.58/4.0 GPA, Scholar, Wallin Scholar, Xcel Energy Student Scholar, Strive Mentor, BSU(Black Student Union)