# Rediet *Mesfin* ረድኤት

Brand & visual designer · video editor · *youth advocate*

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rue.larp.et · portfolio
Dire Dawa & Addis Ababa, Ethiopia

## HIGHLIGHTS

**#1** Shipit launch day

**#8** Product Hunt

**6.3k** app downloads

**100+** pieces shipped

## DESIGN

- Brand identity & brand books
- Social & campaign graphics
- Print production (posters, roll-ups, backdrops, cards)
- App & web UI
- Video editing & motion
- Photo grading & art direction

## TOOLS

- Figma
- Photoshop · Illustrator · InDesign
- CapCut · Canva
- HTML · CSS · SVG
- Google Workspace

## POLICY & PEOPLE

- Research & data analysis
- Policy analysis
- Advocacy & awareness campaigns
- Event planning & logistics
- Teaching & facilitation
- Public speaking · report writing

## LANGUAGES

**Amharic**
Native

**English**
Fluent

**Spanish**
Learning

## PROFILE

Designer and storyteller in the final year of a degree in *Political Science & International Relations*. I build brand systems, social campaigns, print collateral and product interfaces for Ethiopian startups, and bring the same craft to advocacy for women, youth and education. 2+ years of shipped design work, bilingual in Amharic and English, comfortable from Figma to hand-built HTML and SVG.

## DESIGN EXPERIENCE

### ScholarXIV · AI research platform
2026 – Present

Co-founder & lead designer

- Created the identity and a 29-spread brand book: mark, colour, type, grid and three visual registers.
- Designed the social system behind every launch: 50+ feature, milestone and announcement graphics on one template.
- Produced print collateral (A3 posters, 850×2000 mm roll-up, 2000×850 mm event backdrop, business cards) and a photo-led awareness campaign, including an Enkutatash series in Ge'ez.
- Launch results: #1 on Shipit and #8 on Product Hunt on launch day, 1,000 subscribers, 1.1k GitHub stars on the open-source app.

### Totals · personal finance app
2026

Product designer

- Designed the Android app UI (home, spending heatmap, budgets, accounts, privacy), the Play Store listing and launch graphics for an offline finance tracker for 14 Ethiopian banks; 6.3k downloads.

### Tiena Hub (ጥዕና ሃብ) · hospital management system
2026

Brand identity designer

- Created a bilingual Tigrinya-first identity, the "Adey Cross" mark, with four mark versions, lockups, colour, type, usage rules and product UI.

### Sefer (ሰፈር) · running game for Addis Ababa
2026

Brand & web designer

- Designed the English/Amharic brand, the territory-map landing site and the app onboarding.

### Zema · lyric video studio
2026

Product UI designer

- Designed the browser studio interface (lyrics, preview, timeline) and a library of 15 visual looks for lyric videos.

### Synergy Trips · bus e-ticketing
2026

Web & product designer

- Designed the website and product visuals for a ticketing system running in 11 bus stations, ~5,000 passengers a day.

### VisarXiv · generative cover art
2026

Designer, generative art

## FOCUS AREAS

- Women & girls' empowerment
- Youth participation & civic engagement
- Education & digital literacy
- Communications for development

## INTERESTS

- Visual trends & moodboards (avid Pinterest curator)
- Planning & running events
- Teaching & examining
- Photography & film

## PORTFOLIO

**rue.larp.et**

100+ pieces across 7 projects, viewable online with case notes.

## REFERENCES

Available on request.

## LEADERSHIP & ADVOCACY

### Center for Advancement of Rights and Democracy (CARD)
2026 – Present

Mentee · women & youth political participation

- Selected among peers for a competitive mentorship programme on women and youth political participation.
- Contribute to policy discussions on accountability, civic engagement and inclusive governance.

### Rotaract Club of Dire Dawa University
2026 – Present

Co-founder · secretary · news editor

- Co-founded the university's first Rotaract chapter.
- Organise community service initiatives and the events behind them.
- Produce the club's digital awareness campaigns in Canva and CapCut for social media outreach.

### Ethiopian Scout Association
2015 – 2022

Volunteer scout leader (ጓድ አንበስ)

- Led and mentored groups of young scouts for 8 years.
- Organised outdoor programmes and community service projects that built leadership and civic responsibility.

## TEACHING

### Part-time English tutor
2026

Teaching & mentorship

- Helped 20+ students improve their English through structured lessons and peer-learning strategies such as mind mapping.

## EDUCATION

### Dire Dawa University
2022 – Present

BA, Political Science & International Relations · final year

## TRAINING & CERTIFICATES

### Tech4Dev Women Techsters Bootcamp, Cohort 5.0
2026 – Present

Data analysis

- Capstone: analysing the quality of education for women in selected African countries.

### TechSkillUp Program, Cohort 3.0 · Lift Horizon Foundation
2026 – Present

Graphic design

### African Girls Can Code Initiative (AGCCI)
2026

Digital literacy, gender inclusion in STEM, collaborative innovation

### EthioCoders Initiative
2026

Digital skills & technology capacity building

### Udacity
2026

Fundamentals of Programming

### Graphic Design Masterclass · Lindsay Marsh
2025

Photoshop, Illustrator, InDesign, XD