# Rediet *Mesfin* ረድኤት

Designer · video editor · *communications & advocacy*

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Ethiopia

Brand and visual designer with 2+ years of shipped work across identity, social campaigns, print and product UI, finishing a BA in *Political Science & International Relations*. Co-founder and lead designer of an AI research platform that ranked #1 on Shipit. Experienced youth leader, event organiser and tutor, focused on women, youth and education.

## HIGHLIGHTS

**#1** Shipit

**#8** Product Hunt

**6.3k** app downloads

**8 yrs** youth leadership

## SKILLS

Brand identity · brand books
Social & campaign design
Print production
App & web UI
Video editing (CapCut)
Event planning
Policy & data analysis
Teaching & facilitation

## TOOLS

Figma · Adobe PS / AI / ID
Canva · CapCut
HTML · CSS · SVG
Google Workspace

## LANGUAGES

Amharic · native
English · fluent
Spanish · learning

## DESIGN

### ScholarXIV · co-founder & lead designer — 2026 – Present

- Identity and 29-spread brand book; social system behind 50+ launch graphics; print set and photo-led campaign incl. an Enkutatash series.
- #1 Shipit, #8 Product Hunt on launch day; 1,000 subscribers; 1.1k GitHub stars.

### Product & brand designer · selected clients — 2026

- **Totals**: app UI, Play Store listing and launch graphics for an offline finance app; 6.3k downloads.
- **Tiena Hub**: bilingual Tigrinya/English hospital identity, the "Adey Cross", and product UI.
- **Sefer**, **Zema**, **Synergy Trips**, **VisarXiv**: brand, web and product UI for a running game, a lyric video studio, a bus e-ticketing company and a generative art tool.

## LEADERSHIP & ADVOCACY

### CARD · mentee, women & youth political participation — 2026 – Present

- Selected for a competitive programme; contribute to policy discussions on accountability and inclusive governance.

### Rotaract Club of Dire Dawa University · co-founder, secretary, news editor — 2026 – Present

- Co-founded the first chapter; organise community service events and produce digital awareness campaigns.

### Ethiopian Scout Association · scout leader — 2015 – 2022

- Led and mentored youth groups for 8 years; organised outdoor and community service programmes.

### Part-time English tutor — 2026

- Taught 20+ students with structured lessons and peer-learning methods.

## EDUCATION

### Dire Dawa University · BA Political Science & IR — 2022 – 2027

### Tech4Dev Women Techsters · data analysis — 2026 – Present

- Also: TechSkillUp graphic design (Lift Horizon), African Girls Can Code, EthioCoders, Udacity programming, Graphic Design Masterclass.