

# Ermias Zewde

*Senior User Experience Designer / Graphic and Web Design Specialist*

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## Summary

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I am a highly creative, energetic and enthusiastic Senior User Experience Designer and web designer with ten years experience in creating highly compelling Computer graphic design and advertising for print and online media. I have a substantial experience in Web design and front-end development (XHTML, CSS), illustration design, page layout, high-end web design solution, quality collateral production and variety of print works. I have accustomed to perform in deadline-driven environments with an emphasis on working within budget requirements.

- Award-winning Graphic Designer with extensive experience in multimedia, marketing, print design, Web design, front-end development (XHTML, CSS) and Content Management System (CMS).
- Experienced with design concepts for packaging, advertising, marketing strategies and campaigns; accustomed to performing in a deadline-driven environments with an emphasis on working within budget requirements.
- Excellent knowledge and ability to use Flash, and HTML, and related Web design software/tools.
- Unmatchable degree of creativity as well as technical production skills.
- Excellent verbal communication skills including the ability to convey ideas and information clearly, concisely and persuasively.
- Flexibility, good judgment and attention to detail essential.
- Remarkable entrepreneurial spirit and strong desire to participate in a high-energy, motivated team.
- Familiar with print preparation and production.
- Understanding of video shooting and Multimedia.
- Photographer with skills in evaluating prints for reproduction.
- Professional, result-oriented, highly energetic individual with excellent communication and interpersonal skills.

## Education

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Masters of Science, Graphic Design Communication, 2005, Clemson University

Bachelor of Science, Graphic Design, 2003, La Roche College

## Summary of Computing Skills

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Languages: XHTML, HTML, CSS

Hardware: Macintosh, and all PC Compatibles,

OS: Mac OSX, Windows XP, Windows Vista, Windows 7

Software: The Adobe Creative Suite; In Design, Photoshop, Illustrator, Flash Professional, Dreamweaver and Acrobat Professional, Quark Xpress, Macromedia Director, PageMaker, Fractal, Painter, GoLive, Premiere, Macromedia Freehand and Office Suite (Word, Excel, Access, PowerPoint, Outlook) and Content Management System (CMS)

## **Professional Experience**

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**November, 2010 – Present                      Aquilent, Inc.**

### *Senior User Experience Designer/ Web Designer*

- Work as a Senior Creative designer for the U.S. Department of Health & Human Services and efficiently manage and coordinate design production from concept through completion.
- Responsible for design of web sites, web graphics and collateral materials for daily bases.
- Produce various web promotional and marketing materials for HHS web and communications team (ASPA) and also work closely with management and web services team to portray the department into a highly professional level.
- Effectively create, build and direct the department web sites, graphics as well as new branding materials such as new logo and identity design solution.
- Involve in the creative process to determine style, technique, and medium best suited to produce desired results, conforming with reproduction requirements, or following specific instructions concerning these variables.

**May, 2006 – November, 2010                      Southeastern University**

### *Creative director, Graphic specialist / Web Designer*

- Work as a Creative director and efficiently manage and coordinate design production from concept through completion.
- Responsible for design of collateral, art direct freelancers and photo shoots.
- Produce and advertise various promotional and marketing ads on Washington DC Metro and newspaper Ad /Washington post newspaper & magazine, The Politico, Express/.
- Work closely with management and web services team to portray the company into professional level.
- Effectively create, build and direct the company's web graphics as well as collateral advertisement packages including the new company logo solution.
- Involve in the creative process to determine style, technique, and medium best suited to produce desired results, conforming with reproduction requirements, or following specific instructions concerning these variables.
- Participated in production of print and promotional items for key clients

**May 2006 – November, 2010                      Independent Contractor**

### *Graphic Design & Creative Director Consultancy*

- Efficiently manage and coordinate design production from concept through completion.

- Creates and develops designs that are visually appealing and meets criteria of target audience and communicates consistency in tone, voice, graphics, content and readability across materials. Recommends creative approaches to achieve project.

**January, 2004– May, 2006    Scientific**

*Graphic Specialist / Web Designer*

- Creates and develops designs that are visually appealing and meets criteria of target audience and communicates consistency in tone, voice, graphics, content and readability across materials. Recommends creative approaches to achieve project.
- Assist Art Director in design process from concept to execution; including layouts, updating font/ clip art libraries, and product design, and any other requested marketing materials.
- Participate in the creative process to formulate concept and render illustration and detail from models, sketches, memory, and imagination.
- Prepare art layout for employee business cards, company letterhead and specialty cards.

**January, 2004 – December, 2005                      Clemson University**

*Graduate Assistant:                      Graphic design / Web Designer*

- Produce various promotional and marketing Materials for Clemson University Graphic Communications department.
- Directed and edited a 25 minute educational DVD production to promote and distribute the mission and educational value of Clemson University's Graphic Communications department.
- Managed and lead design team to create a unified print and web design campaign for the department of Graphic communications at Clemson University.
- Taught and worked as graduate assistant at Clemson University and provided unlimited technical and creative assistance to undergraduate and graduate students how to be a problem solving graphic designers.

**May 2002 – January 2003                      Company Name**

*Graphic Designer / Creative Director*

- Produced new design solution for marketing and collateral materials for International Boxing Event (ESPN). Collaborated with creative team to design and produce computer-generated artwork for marketing and promotional materials.

**January, 2002 – May, 2003                      La Roche College**

*Internship Graphic Designer / Interactive CD, DVD Production*

- Designed an Interactive CD ROMs titled Bauhaus Art Movement, 2003, La Roche College, Pittsburgh.
- Designed an Interactive CD ROMs titled Color Theory (The Principles of Harmony and Contrast of Color) for La Roche College professor's presentation at the College Art Association Conference in New York City, 2003.

- Designed an Interactive CD ROMs, along with print advertisements, in titled "keepers of the Faith; Eastern Christianity", and "Glory of the King" for the Ethiopian Crown Council, in Washington DC.

### **Activities & Awards**

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- Honored for MADISON WHO'S WHO as one of its newest members to appear in the 2008-2009 edition MADISON WHO'S WHO of Professionals, having demonstrated exemplary achievement & distinguished contributions to the business community.
- 2010 Web Award for Outstanding Achievement in Website Development from Web Marketing Association
- Honored The Chancellor's List 2004-2005 for the outstanding graduate student
- WHO'S WHO AMONG STUDENTS IN AMERICAN UNIVERSITIES & COLLEGES In 2003 for outstanding academic performance, community service, leadership ability, and potential for continued success.
- Pacem In Terris Institute: full scholarship award for four years higher education program 1999-2003.
- Best of Photography Annual 2004: Winner in color and black & white photography out of 20,000 photographic entries and my photograph published on The Best of College Photography Annual book and Photographer's Forum Magazine. Annual Magazine 2003, 2005 and 2007.
- The 12th Internet International Art/ Photo contest: finalist 2005
- Flexography Technical Association (FTA): Best design award 2005.
- Printing Industries of the Carolinas (PICA): Special Judges Award 2004.
- 2004 Gutenberg award: 1st place for process color- screen-printing.
- Dean's List: for 8 consecutive semesters.( fall 2000-spring 2003) Scholarship awarded from Pittsburgh Society of Illustration for the best illustration show 2002.
- Finalist in the magazine's, National Wildlife's 2004 Photography Competition, 34th annual contest.
- Member and founder of 'Artopia' North American Artists and graphic designers group.
- Received International medals, certificate, and diplomas from art and design competitions from U.N., India, Egypt, Japan, China, and USA.
- 2001 and 2002 East Cost Karate performance and light contact championship Competition: first place winner.
- A class leader for Phoenix Karate Association in La Roche College and earned a Black Belt Degree. /2002-2003/
- Dedicated and provided plenty of community service hours of building shelters for the poor, comforting and taking care of children and senior citizens

### **Publications**

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- N/A

### **Clearance**

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Public Trust Positions