

# Bezawit Debele

## User Experience Designer

bezawit.debele@gmail.com  
647-864-9921  
[linkedin.com/in/bezawit-debele/](https://www.linkedin.com/in/bezawit-debele/)  
[bezawitdebele.com](https://bezawitdebele.com)

### EXPERIENCE

#### Community Manager | Opal Trove

JAN 2021 - FEB 2022, HOUSTON, TX

- Identified areas of opportunity for product enhancement and innovation
- Liaised between customers and internal team to resolve medium-to-high complexity issues
- Implemented rigorous A/B Testing on Facebook to increase the efficacy of ads
- Conducted research that led to the development of the company's new website

#### Digital Marketing Account Manager | ConnectAd

APR 2019 - 2021, TORONTO, ON

- Led the strategy development for search campaigns tailored to clients' unique goals
- Developed and implemented advertising campaigns on Google Ad Search Marketing
- Created landing pages and relevant variations based on overall strategy
- Interfaced with clients to report on performance, receive new campaign requests, and address questions and concerns

#### Research and Communications Assistant | Small Change Fund

JAN 2014 - 2018, TORONTO, ON

- Gathered, researched, and prepared communications copy and material
- Prepared reports, stories, newsletters, and articles for publication
- Updated and drafted material for the website

### PROJECTS

#### User Experience Designer | Capstone Project

MAR 2022 - MAY 2022, BRAINSTATION

- Using design tools like Figma and Invision, I designed a one of a kind platform that connects volunteers with their favourite nonprofit organizations by offering their skills and expertise.

#### User Experience Designer | Shutterstock Industry Project

MAY 2022, HACKATHON

- Working in collaboration with developers, my team was tasked to present a strategy and digital solution to a team from Shutterstock's head office.

### PROFILE

With a background in Digital Marketing, my ability in creative problem solving and connecting to people on a deeply empathetic level has led me to User Experience Design.

Using design tools, I create an inclusive and usable experience for customers.

### SKILLS

Figma, Invision, POP App, Sketch, Adobe Creative Suite, Google Ads, Google Analytics, Google Tag Manager, Instapage, Wix, Canva, Research, Prototyping.

### EDUCATION

#### BrainStation |

#### Diploma Candidate,

#### User Experience Design

MAR 2022 - MAY 2022,  
TORONTO, ON

#### The University of British Columbia | Bachelors in Science

SEPT 2013 - MAY 2018,  
VANCOUVER, BC