



SEFA GEMADE

DIGITAL DESIGNER

LONDON, UK

UI/UX design | Motion design |
Graphic design | Video Editing

As an innovative and creative software design student at Brunel University London, I have gained valuable experience working with organizations across the globe on various design aspects such as motion, gaming, graphics, animation, product, and branding. Combining my programming knowledge with my creative skills, I have helped small start-ups and larger organizations build significant value. My design philosophy revolves around innovation, user experience, and aesthetics, and I have gained skills in UI/UX design, prototyping, user testing, motion graphics, and branding. My portfolio showcases my design process and projects, which highlight my skills and attention to detail.

WORK EXPERIENCE

NOT ALL



UI/Graphic/Motion Designer, **AIENAI**

Jan 2022 — Nov 2022 London

- Conducted research data analysis and collected user data
- Developed interaction and motion design concepts for intuitive user interfaces
- Presented UX design concepts to project stakeholders for review and feedback
- Redesigned existing UIs to better adapt to Android and iOS devices



Digital/Web/Brand Designer, **Zebu Digital**

Nov 2021 — Dec 2021 London

- Created website interactions and brand identity kits for clients
- Debugged website homepage interaction code
- Developed design concepts for client brands



Motion Design Consultant, **Spleet Africa**

Dec 2020 — Feb 2021 Multinational

- Managed the motion design team
- Developed 2D motion design concepts for brand promotion and advertising
- Led, planned, and managed media promotion projects
- Conducted planning and design research
- Worked with video editors to develop design toolkits and graphical treatments



Advertising Manager and Designer, **Readaptt/MYOB**

Mar 2020 — Jul 2020 Canada

- Managed promotion through media sources
- Developed concepts for impending clothing designs and releases
- Conducted planning and design research
- Conducted customer interviews



Motion/Graphic Designer, **INDY**

Dec 2022 — Feb 2023

- Managed the motion design team
- Developed 2D motion design concepts for brand promotion and advertising
- Led, planned, and managed media promotion projects
- Conducted planning and design research

SOFTWARE & SKILLS



Figma for Hi-fi Design & Prototypes. ProtoPie for UI Animation.



Photoshop for editing and manipulating photos and graphics.



Illustrator for creating vector graphics and illustrations.



InDesign for creating and designing layouts for print and digital publications.



After Effects for creating and editing motion graphics and visual effects.



Premiere Pro for editing and arranging video footage and audio, as well as adding visual effects and color correction.

EDUCATION

2020 → 2023

Brunel University

Computer Science – software design.

2020 → 2021

Motion Design School

Frame-by-frame animation. After effect fundamentals.

2018 → 2018

Domestika

Motion Design, Color grading, Pixel art.

2017 → 2018

Udemy Online School

Game design.

CONTACTS & LINKS

CLICKABLE



www.sefagemade.com



[TheSefaWay](https://www.behance.net/TheSefaWay)



[@theSefaWay](https://www.instagram.com/theSefaWay) | [@the.sefa](https://www.instagram.com/the.sefa)



[Sefa Gemade](https://www.linkedin.com/company/sefa-gemade)



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