

ABEL TECLEMARIAM he/him
Graphic/Visual Designer

CONTACT

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WEBSITE/PORTFOLIO

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EXPERIENCE AND WORK

Graphic Design Intern | Scout Urban Design | Philadelphia, PA

April 2025- Present +

- Collaborated with the design team to create visual assets for urban planning presentations, branding materials, and client proposals.
- Assisted in developing layouts, graphics, and digital content using Adobe Creative Suite, ensuring alignment with project goals and brand identity.
- Support project research and mood board creation to inform design direction and enhance visual storytelling for clients.

Design Apprentice/Intern | All Caps Studio | Philadelphia, PA

August 2024 - Present +

- Collaborated with the creative team to develop visual assets for apparel, digital media, and community-focused campaigns.
- Contributed to the conceptualization and execution of design projects, ensuring alignment with the studio's mission of creative empowerment and community engagement.
- Assisted in producing marketing materials, including social media graphics and promotional content, maintaining consistency with brand identity.

Lead Graphic Designer | Nike Running Community Initiative: Forward Motion

August 2023 - Present +

- Spearheaded the visual identity for Forward Motion, a Philadelphia-based wellness initiative promoting inclusivity through running and community engagement.
- Collaborated with Nike Running, Forin Café, All Caps Studio, Club Connection, and Great Circles Radio to design promotional materials, including posters, apparel, and digital content.
- Conducted design research and brainstorming sessions to create compelling advertising and social media strategies, enhancing event visibility and participant engagement

Graphic Designer | Converse x NBA 2022 ALL Star Game

September 2020 - February 2022

- Collaborated with Converse to conceptualize and design one of the two jerseys for the 2022 NBA All Star Celebrity Game
- Created a jersey meant to connect and represent the different communities of the East Coast through subtle design, graphics and artistry.

Design Student Apprenticeship | The Possible Zone, Pathways Internship | Boston, MA

January 2021 - September 2022

- Designed and collaborated with The Possible Zone to create a mural in their new student learning center
- Conducted Research on a Focus Group, and transcribed and coded quantitative and qualitative data from interviews and said focus groups
- Designed safety posters for TPZ's Fab Lab, using characters from the Innovation Center's mural
- Assisted as a Teaching Assistant for TPZ's Fashion Forward Summer Program

Film & Photo Intern | Cambridge Community Television

Cambridge, MA | June 2020 - August 2020

- Learned the basics of photography, film making, editing, and set-work, such as lighting set up
- Helped with day to day operations on set, and maintained equipment

EDUCATION

Drexel University | Antoinette Westphal College of Media Arts and Design

September 2021 - April 2023

- Studied Graphic Design

SKILLS

Editorial Design
Moodboarding
Multi-Media Art
Painting
Photography
Sketching
Visual Communication

SOFTWARE

Figma
Illustrator
InDesign
Lightroom
Photoshop
Premiere Pro
Procreate

LANGUAGES

French
Tigrinya

HOBBIES

Soccer
Skateboarding
Character Designing
Biking