

ABEL TECLEMARIAM he/him
Graphic/Visual Designer

ABOUT ME

09 | September | 2001
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Philadelphia, PA

EXPERIENCE AND WORK

Lead Graphic Designer | Nike Running Community Initiative: Forward Motion *August 2023 - Present +*

Helped with the overall creation and development of Forward Motion, a Philadelphia Community Running Initiative, in collaboration with Forin Cafe, Nike Running, All Caps Studios, Club Connection, Philadelphia Runner and Great Circles Radio, with the goal to create an inclusive wellness community, with a focus on mind, body and soul
Collaborated and conducted Design Research with a team to conceptualize and brainstorm ideas to create appealing advertising, social media strategies, posters, and products for a new monthly community running event/gathering
Created designs that were used to advertise the event, and that were used on different products such as posters, hats, magazines, shirts, stickers and many more

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

Project Consultant | The Possible Zone | Cambridge, MA *August 2020 - December 2020*

Designed social media strategy for a Boston Based Organization
Completed competitive market research and SWOT analysis
Developed slide deck to report findings to client

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 AND COURSES

Drexel University | Antoinette Westphal College of Media Arts and Design *September 2021 - April 2023*

Studied Graphic Design

Cambridge Rindge and Latin School | High School

SKILLS

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

SOFTWARE I USE

Illustrator
InDesign
Photoshop
Lightroom
Premier Pro
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Procreate
Figma

LANGUAGES

French
Tigrinya

HOBBIES

Soccer
Skateboarding
Character Designing
Biking

WEBSITE/PORTFOLIO
<https://abelteclmariam.com/>