BEREKET LAKEW

Creative Director | Product Architect | Digital Artist | Founder

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EXECUTIVE SUMMARY

Strategic Creative Director with 10 years of experience leading multidisciplinary teams at the intersection of cinematic storytelling, full-stack engineering, and aggressive market growth. Founded and scaled G-Media Studios into Ethiopia's leading multimedia agency with over $1M in signed contracts, and launched Lomii, one of the country's top dating apps with 100,000+ matches. Designed and owned production of enterprise SaaS platforms, mobile games, and interactive ad experiences, while directing short films and leading end-to-end digital campaigns. Core toolkit spans creative direction, product design and management, 3D animation in Blender, digital asset production in Adobe Creative Suite, web and mobile development, and cinematic post-production. Expert in bridging complex technical requirements with world-class visual brand identities.

CORE STACK

- **Creative Direction & Motion:** Adobe After Effects, Premiere Pro, Illustrator, Photoshop, Lightroom, Figma.
- **Strategy:** User Acquisition (UA), Agile Project Management, Global Partnerships, Brand Narrative.

PROFESSIONAL EXPERIENCE

Beemi | CMO & Creative Director *Jan 2023 – Present*

- **Creative Leadership:** Provide creative vision and direction for product development and marketing for an interactive live streaming platform.
- **Growth & UA:** Executed high-impact User Acquisition (UA) campaigns, bridging the gap between creative marketing and data-driven performance.
- **Global Partnerships:** Secured strategic partnerships with Africa's largest influencer communities and global Discord networks to host international hackathons and game jams.
- **Product Design:** Design and test live stream experiences, engage live streamers for user experience research

Qene Games | Product Manager *Jan 2023 – Present*

- **Product Lifecycle:** Managed the development of a brain-exercise mobile application, delivering the final product ahead of schedule through efficient communication and team organization.
- **Content Strategy:** Directed marketing and creative strategies for a unique Youtube Live show, achieving 50,000+ subscribers in 60 days on youtube.
- **Award-Winning Vision:** Led the creative direction for *Kukulu*, recognized as Africa's Most Entertaining App in 2017.

Gebeya Inc. | Head of User Experience *Oct 2023 – Dec 2024*

- **Enterprise Architecture:** Creative directed the UI/UX and system architecture for a global SaaS marketplace funded by the master card foundation.
- **Operational Excellence:** Managed a team of 4 designers, increasing delivery velocity by 40% through optimized communication and technical workflows.
- **Feature Innovation:** Delivered complex enterprise features including AI assistant, automated vetting, matching algorithms and multi-currency payment systems.

Lomii Dating App | Co-Founder & Lead Product Designer *Jan 2023 – Present*

- **Venture Scaling:** Co-founded the venture, designed the complete brand identity, and created the app's UX/UI.
- **Organic Growth:** Achieved 23,000+ active users within 10 months of launch via data-driven design and zero external marketing spend.
- **Industry Recognition:** Nominated for Best Newcomer in Ethiopia 2024 by the East Africa Startup Awards.

G Media Studios | Co-Founder & CEO *Sep 2017 – Jan 2024*

- **Executive Oversight:** Co-founded the studio and managed a team of 20 creative and technical professionals, achieving 40% Year-over-Year growth.
- **Cinematic Direction:** Wrote and directed *Keffa the Curious Goat*, securing 6 international film festival nominations.
- **B2B Strategy:** Negotiated and closed 50+ corporate contracts for branding, national advertising, and digital media production.

EDUCATION & MENTORSHIP

- **B.Sc. in Civil Engineering** | Addis Ababa Institute of Technology.
- **Technical Instructor:** Mentored and certified 250+ students in professional UX/UI methodologies.
- **Languages:** English (Native/Professional), Amharic (Native)
- **Have an understanding of:** JavaScript, PHP, HTML5, CSS3,