

Kidus Tesfaye Minyelshowa

Graphic Designer \ Art Director

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Summary

Six years directing brand and campaign work for clients ranging from Heineken to early-stage ventures; building identity systems from a blank page and defending a point of view through to final asset. Typography and composition-led, not template-led. Already running AI (Claude, Midjourney, Antigravity) inside the design process itself, not around it. Looking for a brand with enough conviction to match mine.

Core Skills

Direction	Craft
Brand identity systems, campaign concepting, editorial and social design, print-to-digital adaptation	Typography, composition, art direction across static and motion
Tools	Process
Figma, Adobe Creative Tools, Antigravity, Midjourney, Claude	AI-integrated design workflows, async collaboration with distributed teams

Experience

Art Director Thirty Degres June 2025–Present

- Built the visual identity for a brand launch from zero, running the full system from logo through social rollout
- Used AI tooling (Antigravity, Stitch) inside the design process itself — not for output, but to pressure-test directions before committing to a system
- Set up a modular Figma library so the identity could scale across formats without redesigning from scratch each time

Art Director Ttree Advertising March 2025 – June 2025

- Ran visual direction for a run of client campaigns, working within tight budgets and faster-than-usual timelines
- Owned each promo from first concept sketch to final delivered asset — no handoffs, no committee

Senior Graphic Designer Unbox Marketing September 2023 – March 2025

- Led design across branding and digital campaigns for clients including Heineken
- Cut a recurring high-volume collateral job down from a multi-day turnaround to same-day, by rebuilding the template system instead of remaking each asset by hand
- Pushed back on briefs that didn't serve the client's actual goals, and won that argument often enough that it became part of the process

Senior Graphic Designer Red Communications April 2023 – August 2023

- Built brand identities for international clients from initial concept through final guidelines
- Worked directly with stakeholders to shape concepts before they hit production, not just execute what came down

Freelance Graphic Designer Various Clients February 2021 – April 2023

- Partnered directly with founders and marketing leads across a range of small businesses worldwide, shaping brand identity and digital content from early concept through final delivery
- Worked async with distributed teams and stakeholders across time zones, translating loose briefs into finished systems clients could run with

Junior Graphic Designer Spotlight Communications August 2020 – February 2021

- Produced core marketing materials and digital graphics for NGO accounts
- Worked inside established brand guidelines while learning direction from senior art staff

Education

Bachelor of Science in Architecture – Mekelle University