



Betemariam Brook

Project Officer | Creative Designer



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Profile

I work across design and project coordination, turning ideas into clear and practical outputs. I combine design thinking with structured planning, which helps move concepts into execution. My background spans architecture, graphic design and project management, giving me range across creative and technical teams. I'm building experiences to broaden my skills and take on varied work.

Experiences

Arifpay Financial Technologies S.C.

Nov 2024 - Present

Dec 2024 - Feb 2025

Aug 2024 - Oct 2024

ESSET.et

Jan 2024 - Apr 2024

Blackline Design

Jul 2023 - Sep 2023

Jul 2022 - Sep 2022

Education

Addis Ababa University - EiABC

Bachelor of Architecture

Sep 2019 - Jun 2024

Nativity Girls' Catholic Cathedral School

High School Diploma

Sep 2010 - Jun 2019

Volunteering

AIESEC in Ethiopia

Team Lead (MCVP), Marketing & Communications

Jan 2024 to Jan 2025

Member, Marketing and Communications (MaC)

Apr 2020 - Jan 2023

Rotaract Club of Debo

Team Lead, Public Relation (PR)

Jun 2024 to Jun 2025

Member, Club Service

Jun 2023 to Jun 2024

Junior Project Management Officer

- Managed end-to-end delivery of cross-functional projects from concept to pilot operations.
- Produced research, documentation and early requirement notes used in planning and design.
- Coordinated developers, ops and business units to keep plans aligned and moving.
- Supported launch preparation, training activities and internal go-to-market work.

Graphic Designer

- Produced website graphics, layouts and marketing visuals.
- Designed pitch decks, slides and printed event materials.
- Created posters, banners and campaign graphics.

Organisation Change Management Officer

- Supported research for internal change projects.
- Translated ideas into clear tasks and draft plans.
- Helped prepare planning documents for senior review.

Graphic Designer

- Designed logos, branding assets and website graphics.
- Created marketing materials and printed items.
- Built company profile layouts for proposals.

Architecture Intern

- Developed floor plans and design concepts.
- Produced interior and exterior renderings.
- Supported drawings and client presentation materials.

Architect Intern - On-site

- Assisted with drafting and 3D modelling.
- Worked on construction drawings and layout revisions.
- Created basic renders for internal use.

Professional Development & Achievements

Attendee, Mojaloop Switch Conference - Nairobi, Kenya (2025)

Participated as a Project Management Officer, Gaining insights into payment switch systems and fintech operations.

Effective Work Habits Training - Kefta (2023)

Developed productivity and team collaboration strategies.

Model Making Seminar - (2022)

Advanced hands-on skills in physical modelling and design presentation.

Winner, Qine Practical Education Challenge (QPEC) - (2018)

Recognised for excellence in practical design and creativity.

Pre-Architecture Summer Training - (2018)

Introduced to architectural concepts and model-making techniques.

Summer Training, Ale School of Fine Arts - (2018)

Gained foundational skills in visual arts and design.

Technical Skills / Expertise

Project Management & Collaboration:

Microsoft Office Suite | Project Coordination | Asana
Team Communication | Notion | Trello

Graphic & Visual Design:

Adobe Suite | Illustrator | Photoshop | InDesign | Canva
Affinity | AfterEffects

Architecture & 3D Design:

AutoCAD | Revit | SketchUp | Blender

Rendering & Visualization:

Enscape | D5 | V-Ray | Lumion

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