Abel Endeshaw

+**251-982-864-757** | contact.abelendeshaw@gmail.com | Linkedin | Portfolio

Summary

Product Owner and Senior Product Designer specializing in transforming complex, configuration-heavy SaaS products and fragmented design systems into scalable, intuitive, and production-ready experiences. With 4+ years of experience, I have led end-to-end design across web and mobile platforms, from user research and system architecture to developer handoff and front-end implementation.

Experience

Product Owner Aug **2026** – Present
IE Network Solutions *Addis Ababa, Ethiopia*

- Own the product vision, roadmap, and backlog for a cross-platform activity tracker that runs natively on macOS, Windows, and Linux with a companion browser extension, capturing keystrokes, screenshots, and application activity.
- Cut development time by **50**% by aligning stakeholders early and managing tasks through clear prioritization, delivering in **one month** against a one-quarter plan and releasing to testing by the quarter's halfway point.

Senior Product Designer Dec **2024** – Aug **2026**
IE Network Solutions *Addis Ababa, Ethiopia*

- Took full ownership of design for Selamnew Workspace with **800**+ users, taking features from discovery to launch across OKR Planning, Employee Management, Compensation & Benefits, CFR, and dashboards.
- Drove a **40**% increase in user engagement by redesigning configuration-heavy interfaces for multi-step onboarding, approval workflows, OKR Management and other complex form-based interfaces. Growing active users by **200** in a single month.
- Increased user satisfaction by **30**% by streamlining complex, multi-step forms into focused screens with shorter, prioritized, and less repetitive inputs.
- Rebuilt the platform from scratch across **30**+ screens, resolving accessibility, theming, and layout inconsistencies by updating the design system and components, shipping a WCAG **2.2** AA-compliant visual language with Figma variables, design tokens, and dev handoff documentation.

Front-End Developer Mar **2023** – Dec **2024**
Churchme *United States (Remote)*

- Increased user engagement by **20**% with an end-to-end polls feature: full interaction states, edge cases, and responsive layouts, including a multi-step creation flow for operators and a streamlined response view for end users.
- Delivered production-ready front-end code and conducted technical research to implement notification updates using Firebase Cloud Functions, reducing development time by **20**%.

Product Designer & Mobile Developer Feb **2022** – Feb **2023**
Gotech Technologies *Addis Ababa, Ethiopia*

- Designed intuitive product experiences for a mobile inventory management system, grounded in user needs with strong attention to typography, spacing, layout hierarchy, and accessibility best practices.
- Conducted user research and developed a SaaS product proposal that secured a **$320,000** grant.
- Improved visual quality and responsiveness by **30**% on the Ezzihu social media app through iterative UI refinement, and cut bug reports by **30**% by collaborating closely with engineers to ensure design fidelity across platforms.

Education

Addis Ababa Science and Technology University Addis Ababa, Ethiopia
Bachelor of Science in Software Engineering *Feb **2018** – June **2022***

Continuing Education

CalArts Coursera
Visual Elements of User Interface Design | *Certificate* *Sep **2025***
IBM Coursera
Introduction to model context protocol | *Certificate* *Mar **2026***
Anthropic Claude
AI Fluency: Frameworks and Foundations | *Certificate* *May **2026***
Anthropic Claude
Introduction to model context protocol | *Certificate* *Jun **2026***

Technical Skills

Product Strategy & Ideation: Product Strategy, Product Design, Ideation, Feature Prioritization, SaaS Product Design
UX Research & Testing: Usability Testing, Surveys, Feedback Analysis, Persona Development, Customer Journey Mapping, A/B Testing
UX & Interaction Design: User Flows, Wireframing, Interaction Design, Prototyping, Responsive web and mobile design, Form and workflow optimization, Accessibility and inclusive design
Design Systems: Design Systems, Component Libraries
Collaboration & Delivery: Stakeholder Management, Design Presentations, Developer Handoff
Front-End & Tools: HTML/CSS, JavaScript, React, Next.js, Tailwind, Figma, Figjam, Maze, Hotjar, Google Analytics, Adobe XD, Git, Jira
AI Workflows: Codex, Claude, Claude Code, Claude Design ,Cursor, Stitch, Figma AI