

SARON DEMESSIE

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PROFESSIONAL SUMMARY

Brand designer and creative strategist with 7+ years of experience building visual identity systems, design systems, and marketing materials for diverse brands across industries. Co-founded a creative studio serving 20+ clients with end-to-end brand identity development, running the work from conceptual strategy through design system creation to cross-channel campaign execution. Skilled in translating brand vision into cohesive visual identities spanning digital, social, web, and print. Passionate about the intersection of creative technology and brand design, with a proven ability to lead cross-continental creative teams and deliver brand systems that scale.

CORE COMPETENCIES

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|-----------------------|--------------------------|-----------------------|
| · Brand Identity | · Design Systems | · Visual Identity |
| · Marketing Materials | · Conceptual Thinking | · Creative Technology |
| · Campaign Design | · Cross-Channel Creative | · Brand Guidelines |
| · Motion Graphics | · Creative Direction | · Team Leadership |

PROFESSIONAL EXPERIENCE

Amatista Creatives LLC

January 2025 – Present

Co-founder & Creative Director | Georgia, USA (Remote)

- Co-founded a creative studio delivering brand identity systems, visual identity development, and design systems for 20+ clients across multiple industries and continents
- Lead a cross-continental team of designers and strategists; build and maintain Figma-based design systems with reusable component libraries, brand guidelines, and scalable asset frameworks
- Develop conceptual brand strategies from discovery through execution, translating client vision into cohesive visual identities across digital, social, web, and print touchpoints
- Create marketing materials including campaign creative, social media assets, landing pages, email templates, and motion graphics that maintain brand consistency at scale

Atlanta Flooring Studio of Georgia

June 2025 – Present

Sales & Marketing Specialist | Alpharetta, GA

- Design brand-consistent marketing materials and visual assets for lead generation campaigns across digital and physical channels
- Produce social media content, email campaigns, and landing page designs that reinforce visual identity and drive customer engagement

Ultra Communications PLC

March 2022 – December 2023

Account & Project Manager | Addis Ababa, Ethiopia

- Managed brand identity development and visual design for a diverse client portfolio; created cohesive design systems and campaign assets across digital channels
- Led conceptual development of brand campaigns from strategy through execution; coordinated creative production across teams
- Mentored team members on brand design principles and creative tools; ensured visual identity consistency across all client deliverables

GM Furniture

October 2019 – February 2022

Marketing Consultant (Contract) | Addis Ababa, Ethiopia

- Produced video content and marketing materials for TV and social media campaigns; designed product-focused visual assets maintaining brand identity across channels
- Developed integrated campaign creative with conceptual thinking that aligned visual storytelling to strategic business objectives

Demessie CMU

June 2020 – March 2022

Retail Manager | Addis Ababa, Ethiopia

- Designed brand-aligned visual campaigns and marketing materials to drive customer acquisition and engagement
- Led data-driven creative strategy using analytics to inform design direction and campaign optimization

Unitrack Consultancy

January 2018 – November 2019

Marketing Intern | Addis Ababa, Ethiopia (Hybrid)

- Supported the build of the company's first visual identity, producing brand and marketing assets across print and digital alongside the marketing lead
- Contributed social media templates, email designs, and campaign creative to the brand system rolled out during the internship

Elegance Events Ethiopia

May 2019 – August 2022

Wedding Event Planner (Part-time) | Addis Ababa, Ethiopia

- Designed event brand identity materials and coordinated visual identity across invitations, signage, and venue presentation
- Managed vendor coordination and creative production for full-scale events under tight deadlines

EDUCATION & CERTIFICATIONS

Sandford International School · Addis Ababa, Ethiopia
Foundations of Digital Marketing and E-commerce · Google

2004 – 2020
January 2025

TOOLS & TECHNOLOGIES

Design: Adobe Photoshop, Illustrator, InDesign, After Effects, Express, Figma, Canva	Video & Motion: Adobe Premiere Pro, After Effects
Web & UI: WordPress, Squarespace, Figma (UI/UX)	Marketing: Mailchimp, HubSpot, Google Analytics, Meta Business Suite
Presentations: PowerPoint, Keynote, Google Slides	Project Management: Asana, Trello