


# Eshetu Feleke

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## Summary

I have over 8 years of experience in Entrepreneurship, Product Management, and Design (Architecture, Design Thinking, Human-Centered Product and UX Design, Lean UX, and Qualitative User Research).

My interests and experiences include:

- Finding gaps in product offerings and coming up with innovative ways to fill them.
- Strategizing the full lifecycle of product production - from conception through release.
- Guiding cross-functional teams in the successful creation of products that improve consumer experience and grow market share.

## Experience

### Product Manager

EzzyFeedback

Oct 2019 - Present (3 years 11 months)

EzzyFeedback is a suite of apps that allows users to receive qualitative and quantitative feedback via various channels and methods.

- ANNOOTATE.COM - a comprehensive cloud document annotation (audio, video, text) tool for professionals, students, and individuals.
- CLICKPOLL.APP - an interactive media polling tool to help users (individuals, professionals, creators) gather input from their target audience quickly and easily.
- CONTENTFEEDBACK.CO - an app that helps content creators identify their target audience to optimize content reach and increase monetization.

My role involves:

- Driving the execution of all product lifecycle processes for products, including product research, market research, competitive analysis, planning, positioning, roadmap development, requirements development, and product launch.
- Translating product strategy into detailed requirements for prototype construction and final product development by engineering teams.
- Creating product strategy documents that describe business cases, high-level use cases, technical requirements, revenue, and ROI.
- Analyzing market data to develop sales strategies, and defining product objectives for effective marketing communications plans.
- Collaborating closely with engineering, production, marketing, and sales teams on the development, QA, and release of products and balance of resources to ensure success for the entire organization.
- Developing product positioning and messaging that differentiates EzzyFeedback and its features across primary market segments.

- Managing and leading the delivery of continuous improvement to the application in response to customer feedback.



## **Project Manager**

**Coryell Solutions**

May 2017 - Dec 2019 (2 years 8 months)

Coryell Solutions is a full-service design, procurement, and installation specialist focused on serving government, business, education, and non-profit accounts worldwide.

My role included:

- Putting together compelling and thorough project proposals to government and university officials regarding the integration of technology into various spaces such as classrooms, libraries, IT centers, and office spaces.
- Carrying out client demos, drafting and presenting the design and execution plan for the project upon acceptance of the proposal by officials.
- Leading a team of procurement and installation specialists in the U.S. and Ethiopia to supply our clients (universities) with all the hardware, software, and furniture needs.
- Leading a team of specialists in the designing and building of learning spaces across universities around Ethiopia.
- Supervising the procurement, delivery, and installation of much-needed IT software and hardware imported from the US to Ethiopia.
- Putting together a team of experts to offer training services to students, staff, and faculty on how to best take advantage of the newly built technologically advanced learning spaces.



## **Product Designer**

**Krimson ACMC**

Sep 2015 - Sep 2017 (2 years 1 month)

Krimson is a design, marketing, and communications firm based in Ethiopia and Switzerland. Clients include TOTAL, Emirates, Huawei, East African Aviation, ASMI Industries, and Abyssinian Flights,

My role involved:

- Leading discovery and research sessions to define client needs and goals.
- Setting design requirements based on information from clients, internal teams, and user research.
- Analyzing how a new product satisfies market needs and consumer preferences.
- Staying up to date on current industry trends and market conditions.
- Coordinating with other design team members to ensure consistent and accurate communication.
- Modifying and revising existing designs to meet changing customer preferences.
- Present product design ideas to cross-functional teams and senior leadership.
- Interviewing and recruiting new designers.



## **Architectural Designer**

**Island Design Assembly**

Jan 2012 - Jan 2015 (3 years 1 month)

Bear Island Design Assembly is a summer program for students, architects, and educators designing and building for remote communities. As a group, we have built emergency shelters, farm stands, chicken houses, and compost towers through intensive studio work, building with material off the land.

My role included:

- Coordinating travel and accommodation logistics for all participants.
- Participating in design sprints that include sketching, model making, and presenting.
- Coordinating the delivery of building materials and equipment needed for construction.
- Participating in the intensive construction, transportation, and assembly process.
- Producing a short documentary film: [goo.gl/AWFXiQ](http://goo.gl/AWFXiQ)



## **Architectural Intern**

May 2014 - Sep 2014 (5 months)

McLeod Kredell Architects is an award-winning (AIA) Architecture firm with completed projects across the US focusing on sustainability, education, and community.

My role involved:

- Producing CAD drawings for residential projects
- Building concept and finished models.
- Relaunching the company website and enhancing its online presence.



## **Architectural Designer**

U.S. Department of Energy (DOE)

Feb 2012 - Sep 2013 (1 year 8 months)

The Department of Energy funded a full-scale energy-efficient home as part of the Solar Decathlon Competition. My college team finished top 3 out of 20 teams in 5 of the 10 contests and 8th out of 20 teams overall.

My role was:

- Designing a 100% solar-powered home with a group of Middlebury College students.
- Producing CAD drawings for construction purposes
- Building the house at the competition site



## **Digital Media Specialist**

Middlebury College

Mar 2011 - Sep 2014 (3 years 7 months)

Middlebury College's Media Lab is an in-house ed-tech hub that offers technical support to students, staff, and faculty.

My role included:

- Leading a dozen Media Lab Tutors in our mission to make technology the key component of learning spaces in the college.
- Offering tutoring and aid services related to various educational software tools
- Building faculty course websites using WordPress and basic HTML/CSS.

- Participating in recruitments of incoming tutors and leadership staff.
- Supervising the design and printing of learning material such as posters, course booklets, syllabi, etc.

## Education



### University of California, Berkeley

Master of Architecture, Architecture

2016 - 2019

- GPA: 3.7/4.0
- Relevant coursework: Management of Technology Innovation, User Interface Design and Development, User Interface Aesthetics, Advanced Architectural Design Theory and Criticism, Subdivision Surface Modeling and Animation.



### Middlebury College

Bachelor of Arts, Architectural Studies, Minors – French and Studio Art

- Graduated with Departmental Honors and College Honors.
- Relevant coursework: Project Design and Organization, Calculus I & II, Senior Architecture Design, Color Photography Studio, Landscape Painting, Macro Economics, The Natural Sciences and the Environment.



### Waterford Kamhlaba UWCSA

International Baccalaureate

2003 - 2009



### Ecole Spéciale d'Architecture

Exchange student, Architecture

2013 - 2013

## Licenses & Certifications



**Product-Led Growth Micro-Certification (PLGC)™#** - Product School

cert\_7bgt0hcs



**Product Analytics Micro-Certification (PAC)™** - Product School

cert\_dpjldj2c



**Product Analytics Certification** - Pendo.io



**The Complete 2023 Web Development Bootcamp** - Udemy



**Product-led Certification** - Pendo.io

## **Certified Usability Analyst - UserTesting**

### **Skills**

Project Management • Stakeholder Management • Usability Testing • User Experience Design (UED) • Feature Prioritization • 3D Modeling • Architectural Design • Visual Design • Product Design • Front-End Development

### **Honors & Awards**

#### **Excellence in Architecture ( - The American Institute of Architects (AIA)**

Oct 2014

I, with the Bear Island Design Assembly team, won three Excellence in Architecture awards (2 Honors, 1 Mention) from the Vermont Chapter of the American Institute of Architects.



#### **Davis UWC Scholar - Middlebury College**

Aug 2010

Named Davis United World College Scholar and offered a full scholarship at Middlebury College.



#### **MasterCard Scholar - Mastercard Foundation**

Aug 2016

Awarded a fellowship to pursue a Master of Architecture degree at UC Berkeley



#### **Chester Miller Fellow - University of California, Berkeley**

Jan 2019

'Recipients are selected based on the student's "excellence of purpose" for work on a graduate thesis. Fellowship recipients are selected by a jury consisting of the current Master of Architecture and M.S. thesis instructors.'