**Bereket T Lakew**

Addis Ababa | +251911344861 | www.Bereketlakew.com | [taffeseb@gmail.com](mailto:taffeseb@gmail.com) | <https://www.linkedin.com/in/bereket-taffese-7272b3108/>

**EXPERIENCE**

**Product Manager** Mar 2023 - Present

Qene Technologies, Newark, Delaware, USA

* Managed product development for a brain game app supporting 1 million+ gig workers in a Mastercard Foundation initiative.
* Delivered the product 1 month earlier than the expected time.
* Developed 5 unique brain exercise games in multilingual options for the application.

**Product Owner - Co-founder** Apr 2021 - Present

Lomii Technologies, Addis Ababa, Ethiopia

* Revamped the dating app's UX/UI by implementing user-centered design principles, leading to a 30% decrease in user churn and a 20% increase in user satisfaction.
* Achieved 10,000+ in Google play store since launch in January 2024.
* Improved user retention by 2X by optimizing the app and designing unique features.

**Head of user experience and market research**  Feb 2016 - Present

Gebeya Inc, Dover, Delaware, USA

* Engineered the UX and IA of a cutting-edge SAAS solution, enabling seamless access to a talent cloud and marketplace; optimized user flow and increased user engagement by 40%.
* Implemented a highly scalable marketplace solution, streamlining the connection between SAAS tenants and service buyers; achieved a 60% reduction in onboarding time and boosted customer satisfaction by 25%.
* Engineered and implemented automated matching feature, resulting in a 50% reduction in manual matching time and elevated customer satisfaction by 40%.
* Pioneered the integration of the SAAS solution with industry leaders Microsoft, AWS, UNHCR, and the Mastercard Foundation Project, revolutionizing talent cloud solutions in Africa and driving substantial business growth.

**CEO - Co-founder** Sep 2017 - Present

G Media Studios, Addis Ababa, Ethiopia

* Founded and served as CEO of G Media Studios, overseeing the production of 3000+ TV and digital marketing contents, resulting in successful campaigns for diverse clients.
* Closed contracts with over 30 clients, driving revenue growth and establishing lasting partnerships.
* Led a high-performing team of 20 professionals, fostering collaboration and inspiring creativity to deliver exceptional client experiences and align with brand vision.
* Brought to life an award-winning short animation film that received Best Animated Short Film at the Queens Underground Film Festival.

**Creative Director** Apr 2017 - Jun 2022

Kukulu Games, Nairobi, Kenya

* Recruited and trained a team of 8 game developers, artists, and designers, fostering a collaborative environment that led to the successful launch and ongoing success of Kukulu.
* Delivered cut scene animations and game levels within a timeframe of under 2 months, while decreasing costs by 40%.
* Kukulu app received acclaim, winning the "Most Entertaining Solution in Africa" award in 2017, solidifying it’s impact and recognition in the gaming industry.

**EDUCATION**

**Bachelor of Engineering (B.E.) - Civil Engineering** Sep 2012 - Jun 2017

*Addis Ababa University , Addis Ababa*