





# Lena Atzaba

UX & UI Designer | Product Designer

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## Profile

Driven by the values of empowering users, equality, and revolutionizing educational experiences at all levels, I have 10 years of experience in designing digital solutions and experiences in various domains. My multidisciplinary and multicultural experience enables a broad view of needs and maximizes resources for a project's outreach goals. As a lifelong learner fuelled by curiosity, I am currently looking for my next professional challenge.

## Relevant Experience

September 2019 - August 2020

Master of Digital Media Industry Projects

Industry clients in BC, launched in 2020

- **Lead UX Designer and Project Manager for Museum of Vancouver**  
Animated visualization - introduction to the "A Seat at the Table" exhibition.  
Conducted user research and led definition of user experience, data analysis, visual design and project management.
- **Lead UX Designer for Pacific Legal Education and Outreach Society (PLEO)**  
Legal compliance self-assessment chatbot design for art non-profits in BC.  
Facilitated design workshops, conducted user interviews and user testing, designed interactive prototypes, UI and illustrations, worked closely with developers.
- **Lead UX and UI for Marginally Clever Robots**  
Application for remote control of robotic arm.  
Conducted UX research including user interviews and user testing, designed interactive prototypes and interfaces, facilitated design workshops, provided supporting documentation.

July 2014 - December 2019

Lead UX Designer and founder @ Multilena - Interactive Design Studio

- Led UX iterative process and designed digital products, interactive and educational experiences, design systems, branding, and visual identities.
- Integrated user-centred thinking, conducted design research, designed full user flows, created wireframes, interactive prototypes, UI, worked across different teams towards implementation and testing.
- Led a multidisciplinary design studio, focusing on both the product strategy and the creative aspects of the projects and delivered innovative solutions.
- Collaborated with tech companies, educational, financial and healthcare institutions, and early-stage startups.

## Community Involvement

- **Speakers mentoring**  
Supporting speakers in the UX community to prepare their talk for international conferences.
- **Design for "Women in Tech"**  
A non-profit organization that supports gender diversity and equality.
- **Website design for Bat Melech**  
An organization and network of shelters and safe havens that provide social assistance to domestic violence victims.
- **The Perach Tutorial Project**  
Mentoring and tutoring children from underprivileged backgrounds.
- **Israel Cancer Association**  
Helping volunteers arrange community activities and events, communicate with patients, families, and donors.

## Personal Skills

Teamwork  
High levels of creativity  
Strong communication skills  
Highly self-motivated  
Flexible  
Lifelong learner  
Success-oriented  
Leadership

## Languages

English  
Russian  
Hebrew  
Sign Language

## February 2011 - March 2014

### Senior Designer and Product Developer at Edushape LTD, Israel

- Designed at a global scale with focus on localization and compliance.
- Generated a design system and a new graphic language for the company products, packages, catalogues, conference booths and other marketing materials.
- Developed and designed innovative toys sold on the mass market and the educational market worldwide.
- Revamped the website to a new responsive alternative, created product videos, and web advertisements.
- Designed award winning products:  
2014 – **Parents Choice**, USA  
2016 – **Trend of the Year**, Nuremberg Toy Fair, Germany  
2018 – **Toy of the Year**, Poland

## Education

### 2019-2020

#### Master of Digital Media

##### Centre of Digital Media, Vancouver, Canada

The University of British Columbia (UBC), Simon Fraser University (SFU), Emily Carr University of Art and Design (ECUAD), and the British Columbia Institute of Technology (BCIT).

### 2007 - 2011

#### Interactive Design and Communication Engineering, Avni Institute of Art and Design, Tel Aviv, Israel

### 2005 - 2007

#### M.A. in Special Education for Hearing Impaired, Tel-Aviv University, Israel

### 2004 - 2005

#### Teaching Certificate, Tel-Aviv University, Israel

### 2001- 2004

#### B.A. in East Asian Studies and Special Education, Tel-Aviv University, Israel

## Professional Skills

### User Experience Design

Interaction Design

Wireframing

Design Principles Knowledge

Design Thinking

Concept Generation

Information Architecture

User Interface Design

Visual Design

### User Experience Research

Design Problem Solving

Design Sprints Facilitation

Interviews Facilitation

Prototyping and User-Testing

Brand and Identity

Motion Design

## Technical Skills

Figma

Sketch

Adobe Creative Suite

Zeplin

Jira