



Lea Elkaim
Senior UX/UI Designer

+1 (780) 777 4409
Lea.elkaim1@gmail.com
Leartdesign.com (Password: private1234)
[Found me on LinkedIn.com](https://www.linkedin.com/in/leaelkaim/)

Professional Experience

Senior UX/UI Designer

ATCO Group

Feb 2021 - Present

I led the design and technical direction of the 'Design System' and its impact on the experience. I have worked on accessible UX initiatives that meet WCAG 2.0 AA standards and gathered requirements and completed the full design process, from functional design to interaction. My experience includes usability testing, user research, and competitor analysis. Over the course of a project's lifecycle, I have mentored and guided junior UX designers. Developed AEM templates for atco.com that can be used by our own authors within the company.

UX/UI Designer

WestJet

Jan 2019 – March 2020 | Sep 2020 – Feb 2021

I worked both independently and in conjunction closely with product managers, product owners, developers, and copywriters to create accessible, and user-friendly web and mobile experiences. I was the principal designer on the Responsive Booking Flow (RBF), Chatbot (Juliet), and the new airplanes seat maps. During my work with the research team, I provided prototypes, wireframes, and designs that were tested in usability testing and interviews. Additionally, I developed our user flow and interactions and created motion design for more elegant internal materials. A/B tested new design variations on adobe target.

Senior UX/UI Designer

McCann Worldgroup

Apr 2020 – Sep 2020

I have led technical partners through the development phase to ensure the result aligns and meets the needs of the interactive designs as intended, including the delivery of annotations and measurements. Creation of user-centered designs that meet WCAG 2.0 AA standards in partnership with strategy. I designed prototypes and developed user flows and interactions. Conduct research on UX best practices, educate team members and clients, and ensure that best practices were incorporated into projects. Design the end-user experience of a variety of interfaces on a diverse range of digital platforms including but not limited to Responsive Web and Mobile, Applications, and Design Systems for our diverse clients.

UX/UI Designer

Motorola Solution

Mar 2018 – Dec 2018

I was responsible for user experience and user interface for diverse software and platforms (SaaS and DaaS), mobile applications, and responsive websites. In addition, I identified and resolved complex flows and proposed new ideas for improving the user experience and interface. From concept to final hand-off to engineering, I execute all visual design stages. I also developed basic websites using HTML5 and CSS.

Marketing Designer

FeedMedia

Jun 2017 – Mar 2018

My responsibilities included designing, developing, and implementing graphics, layouts, and production materials. I followed the design strategy (including the budget and timeline) based on the project brief, creative criteria, and reviewed the full creative concept. Produced engaging social media content including infographics, GIFs, promotional graphics, Instagram design, motion graphics, newsletters, and photography. Rethinking the company's brand and concept.

Graphic Designer

Yediot Aharonot

Jan 2014 – Jun 2017

At Yediot Aharonot, I designed a variety of magazines, including "Pnay Plus". Using InDesign, Illustrator, and Photoshop, I developed concepts and artwork. It was my responsibility to develop graphic design solutions from concept to completion and I was in charge of the final close of the magazines.

Profile

I am a designer who loves to tell a good story. I am a highly motivated individual which has had supers' mentorships and gained from every opportunity that I have taken on. In my 10 years of experience, I have learned the importance of a "team" and the value of having a good leader. Motion design and white-water kayaking are two of my specialties. I truly love what I do and do it with passion! Always happy to master new skills! :)

Main Skills & Expertise

Figma, Adobe XD, Sketch, Miro, Adobe Creative Cloud, Jira, Maze, Zeplin, After-Effects, Premiere, Word, Team, PowerPoint, Excel, HTML/CSS, Problem solving, Autodidact, Time Management, Design Sprint, Mentorship, User Flow Diagram, Design System, Product Design, Usability Testing, Prototyping, Accessibility, Wireframing, Story Telling, English, French, and Hebrew.

Articles

[WestJet - Adobe blog \(2020\)](#)

[WestJet + User-testing](#)

Education

UX/UI Diploma - HackerU

Adobe Suite learning - Mentor

Art Director Diploma - Habetsefer

Military Service

Jan 2013 – Jan 2015

During my military service, I worked as a graphic designer for the army's main newspaper, "Bamahane".

As well as working under pressure to achieve deadlines, I was responsible for the weekly magazine closure that was distributed to our soldiers.