



LENA SHWARTZMAN

UX/UI & Brand Designer

I'm a creative, self-taught and detailed person. Design for me is a mindset. I live and breathe art and design from a very young age. As a person, I have a very positive and ego-free approach to all aspects of my life, and I carry a strong work ethic with me every place I go. I'm looking for a challenging and rewarding junior UI/UX designer role.

CONTACT

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EDUCATION

- UI/UX Design
NetCraft Academy | 2019-2021
- Home Styling
Sculla | 2017
- Acupuncture & Chinese Medicine
Tel Aviv University | 2010-2013

SKILLS

- Photoshop
- Lightroom
- Illustrator
- Figma
- InDesign
- Adobe XD

LANGUAGES

- Hebrew Mother tongue
- English Fluent
- Russian Mother tongue

MILITARY SERVICE

2005-2007

Aeronautics Electronics & Communication systems technician on combat and transport helicopters, Israeli air force

WORK EXPERIENCE

2018-Current

Home styling & Food styling designer

In the world of Home Styling I design and dress spaces.

I turn customers' dreams into reality. I believe that when our home looks and feels cosy, practical, modular and aesthetic we add another layer of happiness and satisfaction to our lives.

The world of Foodstyling is basically a combination of my two loves Design and Food. My aim is to present the dish in the most visually appealing and tempting way possible.

2017-2020

Graphic Design, social media manager, operations manager, Edora
I prepared marketing posts on social media and supervised the company's website.

2014-2017

Deputy restaurant manager, Guje & Daniel.

I explored practically every area in the culinary world. This experience has also led me to a managerial role in which I led teams and busy, high pressure services in the best possible way to maximize the customer experience. My strengths were professionalism, composure and the ability to stay calm under pressure. I especially enjoyed leading people and teaching them how to become even more professional at their job. In addition to managing teams I also conducted food, wine, alcohol and service trainings.

2011-2014

Floor manager, MeatBar

MY LOVE

On a more personal note, I'm deeply connected to food. The eating part is great of course, but I mostly enjoy cooking it... Hosting people is a huge part of my life and it's something that truly fills me up.