

Atara Celia Lipkin

Designer and Illustrator

WORK EXPERIENCE

Holam, *Head of Design and Illustration*

2023-present, Jerusalem

- Heading the design and illustration initiatives for elementary school programs, with emphasis on promoting emotional intelligence and enthusiasm in the classroom.
- Leading a vibrant and engaging team environment through strong communication and sense of community.
- Managing the entire production process of books and learning materials, from in-house design to printing press.
- Skilled in illustrations (digital and analogue), Adobe suite, offset printing and book design.

Wix Playground, *Designer*

2023-2024, Tel-Aviv

- Developing design portfolio websites from concept to launch, exercising the skills learned during the internship such as UI/UX, wireframing and design.
- Pushing the boundaries of web design by combining Wix Studio tools with a background in art, design and illustration.

Sharon Shrem Studio, *Branding Studio*

2021- 2023, Jerusalem

- Developing logos and graphic identities, as part of a design team, for public and private enterprises, as well as government bodies.
- The role involved working closely, and maintaining relations with clientele to deliver bespoke designs.

ADDITIONAL EXPERIENCE

Incubator Program for Entrepreneurship, *Illustrator and Designer*

2024-present, Jerusalem

Selected as one of 12 creators to participate in a six-week program at HaMifal, Jerusalem. The program includes courses in entrepreneurship and marketing, alongside the development of personal products to be displayed and sold at HaMifal's new store.

Book Design Union, *Designer and Producer*

2024-present

Volunteer designer and producer for the Book Design Union, contributing to the annual Dozen Book Award event in Sha'ar HaAmakim, Israel. Responsibilities included designing labels and signage for the event and assisting in curating the exhibition *The Craft of Printing* by Ariel Vardi, in collaboration with his daughter and designer Ada Vardi.

Perach Bezalel, *Paid Scholarship*

2021- 2022, Jerusalem

Run weekly workshops with local elementary students from a variety of backgrounds, introducing them to visual communications and illustration.

Alutaf, *Applied Behavioral Analysis (ABA) Therapist*

2018-2019, Modiin

As part of national service, worked with children with autism in cooperation with a Behavior Analyst, Speech Therapist, Occupational Therapist, Social Worker and Physical Therapist. This role required strong communication and team skills.

EDUCATION

Bezalel Academy of Art and Design, *Visual Communications- B.Des*

2020- 2024, Jerusalem

Pratt Institute, *Communications Design- Exchange Program*

2022, Brooklyn, NY

Tzviya Yetziratit, *High school diploma*

2013 - 2017, Jerusalem

CONTACT

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SKILLS

Adobe:

Photoshop

Illustrator

Premier Pro

After Effects

Indesign

Figma

Cinema 4D

Wix Editor

LANGUAGES

Native English

and Hebrew speaker

AWARDS AND CERTIFICATES

- Yossi Stern Prize for Excellence in Illustration, Bezalel Academy of Arts and Design (2025)
- Shortlisted for the Dorothy Kertesz Bezalel Comics Prize (2025)
- Shortlisted for the Dozen Book Award (Student Category) (2024)
- Presidents list at Pratt Institute, NY (2023)
- Award of Excellence in Bezalel Academy of Art and Design (2022)
- Applied Behavioral Analysis (ABA) (2018)

INTERESTS

- Rock climbing
- Reading
- Crafting
- Cinematography