

HILA GAON

PRODUCT DESIGNER

With over 20 years of experience as a designer, my portfolio showcases my excellent skills in UI UX, branding, aesthetics, and the creation of fresh, delicate, and up-to-date visual deliverables. I integrate motion design as an integral part of all projects, reflecting the dynamic and interactive aspects of digital design. My projects in the portfolio highlight my passion for gaming, enhancing my creativity and innovation. I possess a proven ability to thrive in dynamic environments, effectively prioritize projects, and swiftly adapt, all of which reflect my creative mindset. My communicative and collaborative approach solidifies my role as a team player dedicated to meeting stakeholders."

EXPERIENCE

Brand Designer | NUNUNU Children's wear 2020 – Nov 2023

- Conduct a full design projects from A-Z cycle, across various channels, from initial brainstorming to final implementation.
- Strategize visual communication approaches.
- Excel in visualizing data and crafting digital content to overseeing brand identity and the overall user experience.
- Develop visual concepts for print assets and digital campaigns, landing pages, emails, banners and events.
- Collaborate with cross-functional teams to produce an elegant design solution.

Woner & Designer Lead

HILA GAON Wedding Gown 2005 – 2020

As founder of a unique wedding dress studio, I catered to modern, independent women seeking contemporary design. My studio's minimalist elegance and curated displays, alongside innovative marketing, established me as a leader in redefining bridal fashion.

- Managed a team of 10, overseeing product design, prototyping, and driving productivity.
- Spearheaded digital marketing, sales, and maintained a globally recognized concept store.
- Leveraging personalization expertise to ensure flawless customer satisfaction.
- Collaborated with Amsterdam Bloomfeld Luxury Bridal selling premier global brands, and providing international exposure.
- Led an innovative design business, establishing it as an acclaimed field leader through a unique vision.

Design Lecturer | Shenkar College 2004 – 2005

Textile Design Department

Renuar | Head of Design 1998 – 2004

Women's Clothing Department

EDUCATION

After Effects & Premiere

@ Blink 2023

AI Tools for design

@ Netcraft Academy 2023

User experience & user interface design UI UX

@ Netcraft Academy 2022

B.Design, Bachelor's of Design

@ Shenkar Collage 1992-1996

THEORETICAL KNOWLEDGE & EXPERIENCE IN PROJECTS

- Technical frameworks
- Wireframing and Prototyping
- Visual Design
- Usability testing.
- Component libraries
- Responsive Design
- Information Architecture
- Material Design Guidelines
- Design Systems & Style guides

SKILLS

- Great UI/UX | self-motivated
- Strong design, drawing, color, composition, and conceptual ideation abilities
- graphic design and illustration skills
- A quick learner with great self learning capabilities.
- Strong problem-solving mindset. Sharp eye for details

TOOLS

Figma | Illustrator | Photoshop | After Effects | Premiere | InDesign | Wix | Elementor | Midjourney & various AI design tools | Lottie Animation | Element 3D

LANGUAGES

Hebrew (native) | English (full proficiency)
French (basic)

PORTFOLIO