

# HILA GAON

WWW.HILAGAON.NET  
GENIUSHILA@GMAIL.COM  
0502020724

Experienced designer crafting fresh, functional designs prioritizing user experience. Blend creativity with practicality. Expertise in project management, conceptual thinking, and communication. Dedicated to innovation and staying updated with design trends.

## EXPERIENCE

### Brand Designer | NUNUNU Children's wear 2022 – Present

- Designing graphic motifs digital media: newsletters, banners, and social.
- Developing product graphics in line with brand aesthetics and trends.
- Creating trend-based inspiration pages.
- Utilizing graphic tools for visual concepts and brand enhancement.
- Preparing print-ready files for accuracy and quality.
- Cross-team collaboration for brand consistency.

### Owner & Designer | HILA GAON Wedding gown 2005 – 2020

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

- Led an innovative bridal atelier, establishing it as an acclaimed field leader through a unique vision.
- 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 a high-end Amsterdam bridal boutique, selling premier global brands, and providing international exposure.

### Fashion Design Lecturer | Shenkar College 2004 – 2005

Textile Design Department

### Renuar | Head Designer | 1998 – 2004

Women's Clothing Department

## EDUCATION

### After Effects & Premiere

Blink 2023

### AI Tools for design

Netcraft Academy 2023

### User experience & user interface

design Netcraft Academy 2022

### B.Design, Bachelor of Design

Shenkar Collage 1992-1996

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## THEORETICAL KNOWLEDGE & EXPERIENCE IN PROJECTS

- User Research
- Wireframing and Prototyping:
- Visual Design
- Typography
- Interaction Design
- Responsive Design
- Information Architecture

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## SKILLS

Prototyping | User research | Teamwork  
Interpersonal capabilities | Sharp eye for details | Sketching and Illustrating  
Presentations | Productivity | Creativity and problem-solving abilities | Ability to work independently | Fast learner  
Organizational skills

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## TOOLS

Figma | Illustrator | Photoshop | After Effects | Premiere | Wix | Elementor | Midjourney & various AI design tools, Microsoft Office

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## LANGUAGES

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