

HILA NOAM

Product designer

Lets talk!



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Education

Mastered the art of creating cool things that no one would use in the real world

- 2006-2010 **B. design in industrial design HIT**
My final project was presented in "future designers" exhibition in the designing museum.

- Courses
 - IAC Israeli Animation College - cinema 4D
 - Mentor- UI UX

Combines my 2 passions- psychology + design



Military service

- 2000-2002 **8200 intelligence unit**
In my position I was promoted to be in charge of trainings.

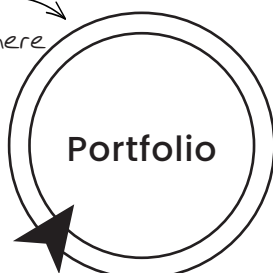


Skills

Those are some of my 'hard' skills, but I've got plenty more tools in my kit

- UX/UI Design
- Prototyping
- Visual Design
- Figma
- Adobe Creative Suite
- B2B Design
- Mobile/Tablet/Web design

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Work experience

It might sound a bit odd but I LOVE designing complex systems

- 2024-Today **PROMAI: Product Designer**
 - Designing a complex system that integrates 4 distinct platforms, demanding a deep understanding of user needs and technical constraints.
 - Create the company's visual design language from scratch.
 - Working in a dynamic and fast-paced start-up environment, while meeting ambitious goals.

- 2020-2024 **Eventact: UI/UX Designer**
 - Lead UI/UX design for an event management software.
 - Collaborate with cross-functional teams to gather requirements and translate them into intuitive user interfaces.
 - Design and prototype user flows, wireframes, and interactive prototypes.

Beit Berl College: Instructional Designer

- Teaching and instructing design principles to students.
- Designing online courses.
- Creating mini websites and landing pages.

This is where I truly polished my graphic design skills

- 2017-2019 **Delta Galil: Graphic designer, global department**
 - Design marketing content for major international clients, including Hema, Nike, CK, Under Armour, and more.
 - Create presentations to effectively communicate ideas and strategies.
 - Produce product brochures, illustrations, and digital assets.
 - Lead branding initiatives for conferences and exhibitions, ensuring consistent visual identity.
 - Packages design.
 - Textile design.

- 2014-2017 **Weddingbox: Gift packs for brides- Partner and head designer**
 - Designing of gift packs: including concept, manufacturing (in china) and selling.
 - Creating a brand identity for the product.
 - Characterizing, designing and operating the website and facebook page.
 - Managing of a business, including marketing, from a to z.
 - Working in a team and managing freelance workers.

Our gift packs were published in top magazines in all medias.

- 2012-2017 **Giftaway: Merchandise products - Partner and head designer**
 - Designing of a product collection, from concept to manufacturing and selling.
 - Creating a brand identity to the business.
 - Designing and branding according to a brief in a short time.
 - Designing and operating the website and facebook page.
 - Managing of a business, including marketing, from a to z.

My product collection was highly appreciated and published in top magazines in all medias.