



HILA SHAKED

WEB & BRAND DESIGNER

PROFILE

Web & Brand Designer with over 10 years of experience designing brand identities, websites and user interfaces for technology companies, startups and global organizations. I believe the strongest design comes from understanding complexity, finding structure and revealing what matters.

EDUCATION

- 2017

UI DESIGN COURSE

Netcraft Academy
- 2011–2014

**PRACTICAL ENGINEERING DIPLOMA
IN INTERACTIVE COMMUNICATION DESIGN**

Avni Institute of Art and Design
- 2011–2014

B.A. IN HUMANITIES, DEAN’S LIST

The Open University of Israel

LANGUAGES

- HEBREW - NATIVE
- ENGLISH - UPPER-INTERMEDIATE

WORK & EXPERIENCE

- 2024-PRESENT

FREELANCE WEB & BRAND DESIGNER

Project-Based

Freelance web, branding and UI design projects, including ongoing collaborations with Attractive Graphics.
- 2019–2024

WEB & BRAND DESIGNER

Attractive Graphics

Designed brand identities, websites and user interfaces for technology companies, startups and global organizations.

 - Developed creative concepts and visual languages aligned with project goals and client needs.
 - Designed websites from concept to final UI, working closely with developers throughout implementation.
 - Designed presentations, interactive reports and marketing assets supporting product communication.
 - Partnered with clients, project managers and developers throughout the design process, from concept to implementation.

Selected Clients: Check Point, Rafael, D-FEND, D-ID, Corsight, Medinol, Matricelf, V-Hive, Skyhawk, Red Access.
- 2017–2019

DIGITAL ART DIRECTOR

Adler Chomsky

Designed marketing campaigns, landing pages and digital experiences for leading consumer brands.

 - Developed creative concepts for campaigns, landing pages and social media.
 - Collaborated with copywriters and creative teams from concept through final approval.
 - Translated creative concepts into cohesive digital experiences across multiple digital touchpoints.

Selected Clients: Bezeq, Bank Hapoalim, Bezeq International, Tami4, Tambour, Schweppes
- 2015–2017

DIGITAL DESIGNER

Tzur Hachmon

Supported local businesses through a wide range of print and digital design projects.

 - Designed websites, marketing materials and social media content.
 - Managed multiple projects simultaneously across diverse industries.

EXPERTISE

BRAND IDENTITY	WEB DESIGN	UI DESIGN
MARKETING DESIGN	EDITORIAL DESIGN	ART DIRECTION

TOOLS

- DESIGN: ADOBE PHOTOSHOP • ADOBE

ILLUSTRATOR • FIGMA • ADOBE XD • CANVA

AI: CHATGPT • FREEPIK AI • NANO BANANA