PRODUCT DESIGNER · UX/UI · MARKETING DESIGN

Hila Hertz



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Portfolio – View my work

PROFILE

Product designer blending **design craft, storytelling and business thinking**, backed by 10+ years in marketing, content and business development. I design research-driven experiences for web, apps and systems, from discovery to delivery.

EXPERIENCE

Product Designer
2021 – Present

Freelance · Rivulis Israel, TinDog, Cello, Eshet Tours

- End-to-end UX/UI for websites, apps and complex systems, from research to developer-ready UI.
- Turn user research and usability tests into insights that sharpen key flows.
- Partner with product and engineering teams to ship build-ready designs.

Co-Founder, Marketing & Content Manager
2015 – 2021

Yada Yada · Public content events

- Co-founded a content-events company featuring leading Israeli speakers.
- Recruited, trained and managed a nationwide team of freelancers.
- Owned website, social and campaigns, tracking KPIs to drive growth.

Business Development Manager
2018 – 2019

inwise · Digital marketing platform

- Led business development and annual plans, tracking performance KPIs.
- Managed sales cycles and retention for existing and potential clients.
- Initiated partnerships, produced events and presented at conferences.

Public Relations Manager
2013 – 2017

Yediot Books (Yediot Sfarim) · Publishing house

- Promoted authors and titles across TV, radio, print and digital media.
- Produced Book Week events, exhibitions, launches and conferences.

EXPERTISE

- Product & UX/UI Design
- User Research & Testing
- Wireframing & Prototyping
- Marketing Strategy
- Marketing Design
- Content Creation

TOOLKIT

Figma · Framer · Lottie · UserTesting · Google Optimize

AI TOOLS

Claude · ChatGPT

EDUCATION

B.A., Business & Communication

Ben-Gurion University of the Negev

2001 – 2008

LANGUAGES

Hebrew	Native
English	Fluent

PORTFOLIO

View my work →