HILA LOEBERBAUM (HALO LOR)
PRODUCT DESIGNER & VIDEO EXPERT. TLV.

SUMMARY:

With a B.A. in Design from Shenkar, three years as Head of Design at Blings.io, and over a decade of experience in design and concept for tech, I'm on the hunt for my next challenge in product design. Particularly interested in video, AI, or both.
Check out my portfolio: https://www.halolor.com/

EXPERIENCE

HEAD OF UX UI & DESIGN
Blings.io

Blings's video technology empowers enterprises and video creators to seamlessly integrate dynamic content and interactive features driven by data and business logic into their videos.

I designed and oversaw the development of Blings.io's Cross-Platform SaaS. Led the full design process, including user research, interviews, prototyping, UX/UI implementation, and ongoing user experience enhancements across editing tools.

I managed a team of designers, delivering innovative smart videos for major enterprises within the startup's technology ecosystem.
I developed an efficient workflow for complex video production while also providing marketing assets and content for the sales and marketing teams.

2020- 2023

OWNER
Halo Lor Creative

My own personal studio that catered to my unique approach to content creation, branding and strategic storytelling for product brands and marketing campaigns.

I specialize in producing stunning videos and websites with a clear effective call to action that drives viewers and users to click, share, comment and react.

Among my clients, you would find- Pepper Bank, the insurance center, Ha-Likude party, Poetry Slam Israel, TAU Innovation, Histadrut Leumit, Knesset channel, H2PRO, and many more**.**

2020- 2023

EDUCATION & TRAINING

PM 101
Give & Tech
2022

Shenkar - Engineering. Design. Art.
Bachelor of Arts - BA, Design and Visual Communications.
2011- 2015

K9 Research trainer
Israel Defense Forces
2008 -2010

SKILLS:

UX UI
• Figma • Product Design
• Wireframing • User Research
• Prototyping • Responsive Web Design • App Design
• Adobe Extension Design

Motion, Video & Branding
• Motion Graphics & Animation
• Adobe Creative Suit • Post production • Compositing • Broadcast design

Generative AI
• Chat GPT • Leonardo AI

Creative
• Script-writing • Art Direction
• Concept Building • Live Set Direction

Managment
• Team building • Team training
• Brief writing

UX UI DESIGNER
Leapthat

2017 - 2018

 A platform that allows you to use content you have previously uploaded to the internet Such as a Facebook page or an old website to make a new redesigned website.
I Led the design of the company's editing platform, and user flow, my goal was to create a flow that is an effortless no-code "one-stop shop".

ART DIRECTOR
Reelocoaster

2020 - 2023

A template based automatic video maker.
Designed and managed templates for Reelocoaster's automatic video maker platform. I collaborated with the engineer team to ensure that templates met user needs and technical requirements.

HOBBIES

Surfing
LED Art Creation
Midburn

GET IN TOUCH

linkedin.com/in/halo-hila-lor-lorberbaum-85b563198

halolor2@gmail.com

My Website

+972 547211247