



**HILA LOR**  
**PRODUCT DESIGNER**  
**VIDEO EXPERT**  
**TLV.**

**I AM A PRODUCT DESIGNER WITH A UNIQUE BLEND OF CREATIVITY AND STRATEGY,**

specializing in transforming complex ideas into engaging digital experiences. With expertise in UX/UI and motion graphics, I deliver designs that captivate users and enhance usability.

## CONTACT INFO

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 🔗 [LinkedIn](#) 🌐 [Portfolio Link](#)

## EXPERIENCE

### PRODUCT DESIGNER



[OMGene](#) 2024

*AI-driven genomics platform helping individuals and professionals apply personalized genetic insights to growth areas like health, career, and relationships*

Led the design of OMGene's behavioral genomics platform, focusing on clarity, engagement, and ease of use.

- Created a comprehensive design system, ensuring consistency and scalability across all user interactions.
- Developed an AI chat interface that provided personalized, accessible insights for users.
- Designed interactive genetic reports that combined data, insights, and clear calls to action, empowering users to apply their genetic information to personal growth and wellness.

## CORE DESIGN SKILLS

- Prototyping
- User Research
- Design Thinking
- Problem Solving
- UI
- Wireframing
- Visual Design
- Extension Design
- Responsive Web Design

### PRODUCT DESIGNER



[Blings.io](#) 2020-2023

*Video "No code" SaaS platform enabling enterprises and creators to integrate data-driven dynamic content into Smart Interactive videos*

Led the design for Blings.io's SaaS platform, specializing in interactive, dynamic video technology.

- Spearheaded the end-to-end design process, from user research to iterative UX/UI enhancements.
- Enhanced team efficiency by implementing a streamlined workflow, boosting design productivity by 150%.
- Delivered smart video solutions that boosted user engagement by 2.5X, improved retention rates by 3.7X, and increased conversion rates by 4X, benefiting top-tier enterprise clients.

## VIDEO & MOTION GRAPHICS

- Lottie Animation
- Compositing
- Script-Writing
- Animation
- Broadcast Design
- Storyboarding

## EDUCATION

### BACHELOR OF ARTS - BA, DESIGN AND VISUAL COMMUNICATIONS.

Shenkar - Engineering, Design, Art  
 2011 - 2015

### PM 101

Give & Tech  
 2022

### K9 RESEARCH TRAINER

Israel Defense Forces  
 2011- 2015

### CREATIVE STUDIO OWNER



[Halo Lor Creative](#) 2013- 2020

*Full-service creative studio providing strategic storytelling and branding for diverse clients*

Provided design Video, Websites, Branding and Concept for high-impact campaigns.

Notable clients include - [Pepper Bank](#), the insurance center, [Ha-Likude party](#), [Poetry Slam Israel](#), [TAU Innovation](#), [Histadrut Leumit](#), [Knesset channel](#), [H2PRO](#), and many more.