R·Hila

Graphic Design Studio

ⓘ About Me

My name is Hila Rahat and I'm an experienced graphic designer who has been active in the field since 2004.

I offer a one-stop-shop service for start-ups and invest-ment entities for specific tasks such as designing a web-site or logo, or for completely branding all online and offline materials.

I graduated with a BA in Social Sciences & Humanities from The Open University, followed by graphic design studies at Ascola Meimad.

R-Hila
Graphic Design Studio

Working Process

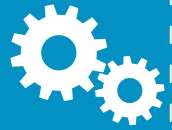Information gathering

Planning

Design

Development

Testing and Delivery

Working Process |
Information gathering

Get a solid understanding of the company

Understand the business's services or products, main differentiators and target audience

Review materials of other industry players, competitors

Other service providers that target the audience

Working Process |
Planning

Define company vision, messages, differentiators

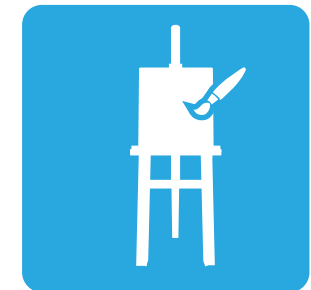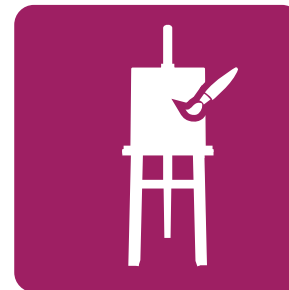**Prepare a list of visual concepts that convey the company vision**

Working Process |
Design

L o g o

Based on the previous steps, prepare 2-3 website drafts, incorporating the company logo and other previous branding material, utilizing visual elements (icons, images, video, etc.), color and fonts all to strengthen the company identity on the website

Working Process |
Development

This is the point where the website itself is created taking the graphic elements from the selected draft and using them to create the actual site

If the site was designed with WIX, it is already a functioning site and we can skip to the testing phase

R·Híla
Graphic Design Studio

Working Process |
Testing and Delivery

Test browser compatibility

Check mobile appearance

Check that all buttons are functioning

Check that all external links work – URLs & mails

Wix expert

I specialized in Wix and Wix has many benefits for your site

Friendly content maintenance

Compatible with all browsers

Built-in SEO optimization

Optional adaptive responsive layer for mobile

Diverse App Market with premium & free add-ons, including payments

Blog support

Convenient interface to social networks, including Facebook landing page

Cost effective - reduces programming and maintenance costs

Easy connection to Google analytics

R-Hila
Graphic Design Studio

Stages of Presentation Design

Keep it Simple

Limit bullet points &text

Limit transitions &builds

Use high-quality graphics

Have a visual theme

Stages of Presentation Design

Use appropriate charts

Use color well

Choose your fonts well

Use video or audio

Spend time in the slide sorter

Logo Design Process

Design brief:
Conduct a questionnaire or interview with the client to get the design brief.

Research:
Conduct research on the industry itself, its history and competitors.

Reference:
Conduct research on logo designs that have been successful and on current styles and trends that may relate to the design brief.

Sketching and conceptualizing:
Develop the logo design concept(s) around the brief and your research

Reflection:
Take breaks throughout the design process. This helps your ideas mature, renews your enthusiasm and allows you to solicit feedback.

Revisions and positioning:
revise and improve the logo as required.
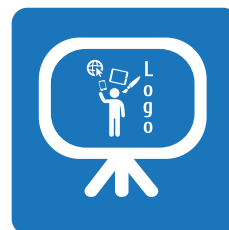
Presentation:
Present your best logo designs to your client. You may also can show the logo in context, which will help the client to visualize the brand identity.

Delivery and support:
Deliver the appropriate files to the client and give all support that is needed.

R-Hila
Graphic Design Studio

AMV ACCESS MEDICAL VENTURES
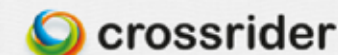
TG Ventures

IEI Israel Early-Stage Investors Association

dygma medical

Lacrima Medical

Zuznow One-Click Mobilization

Peregrine's incubator

Incentive

Carambola reach for the star

IHCV

ARTACK MEDICAL

SG Relocation & Immigration Specialist

Tina Ornstein Business and Marketing Writer

CHIMAVENTURES INNOVATIVE & MINIMALLY INVASIVE TECHNOLOGIES

ZAIT

VTROPHiT

בן חורין אלכסנדרוביץ' אסטרטגיה, הקשרות וניהול משברים

CARDIOGARD

MEmic Innovative surgery

crossrider

עיריית הרצליה החינוך והרווחה בית הספר תיכון עירוני

YR ירון רבינוביץ'- עורכי דין Y.Rabinowicz, Law Offices

HAIRSTETICS

M MOBARIO

ENER-T INTERNATIONAL

PinTo Collect your Likes

Diamonds HR

TopSight

EXIMO Eximo Medical Ltd.

CardioNov

התאחדות הסטודנטים בישראל NATIONAL UNION OF ISRAELI STUDENTS

מתפקדים! משנים מבפנים

Dr SFB Oral Medicine Specialist

אגודת הסטודנטים של האוניברסיטה הפתוחה

WhiteSource

Meirovitch Public Relations

Thank You

Contact Information

Hila Rahat

www.rhiladesign.com

E-mail: hila.rahat@gmail.com

Tel: +972-52-8713-960