

RAKEFET BRUKENTAL

BRANDING · UX/UI · MOTION · ILLUSTRATION

✉ kefetbroo@gmail.com

📞 +972-54-449-2637

🌐 www.rakefetbrukental.com

📍 Jerusalem, Israel

SUMMARY

Curious, concept-driven designer working across graphic design, UX/UI, motion, and illustration. Enjoys combining intuition, research, and AI-assisted tools to develop clear and thoughtful visual systems.

EDUCATION

**Bezalel Academy of
Art & Design** - B.Des
in Visual Communication
2007-2012

TOOLS

Illustrator
Photoshop
InDesign
After Effects
Figma
AI Tools (Midjourney,
Ideogram, Runway)

LANGUAGES

Hebrew - Native
English - Fluent



EXPERIENCE

Aish World Center | Senior Graphic Designer (2024-2025)

- Led diverse design projects for global audiences - digital, print, motion.
- Created brand assets and AI-based visuals.
- Collaborated with marketing, video, and content teams.

OrCam Technologies | UX/UI & Visual Designer (2020-2024)

- Designed UX/UI for assistive technology products, alongside marketing and motion assets.
- Created technical illustrations and visual user guides to support onboarding and usability.
- Worked closely with product, R&D, and development teams.

Bein Hashurot Studio | Branding Designer (2013-2020)

- Developed visual identities and branding systems from concept to delivery.
- Designed logos, packaging, and campaign materials for a wide range of clients.
- Collaborated directly with clients to translate brand values into cohesive visual languages.

Freelance Illustrator (2002-2007)

PROFESSIONAL DEVELOPMENT

- AI Tools for Designers Course (2024)
- Advanced After Effects Course (2023)
- UX/UI Design Course (2019)