



Barna Z Bereczki

UX DESIGNER



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PROFESSIONAL PROFILE

Senior Visual Designer with more than 20 years of experience creating meaningful visual experiences across branding, digital products, marketing communications and UX/UI design.

Experienced in user interface design, UX methodologies, brand identity, iconography, typography and visual communication, I combine creative thinking with a structured, analytical mindset to deliver thoughtful design solutions. I thrive in collaborative environments, working closely with international teams to create intuitive, consistent and impactful user experiences.

CORE COMPETENCIES

UX & UI design

- User research and user-centred design
- Information architecture
- Wireframing and user flows
- Low- and high-fidelity prototyping
- Usability testing
- User interface (UI) design
- Responsive web and digital product design
- Figma

Creative production

- Brochures and white papers
- eBooks and interactive PDFs
- Presentations and pitch decks
- Infographics and data visualisation
- Social media assets
- Website design
- Event branding and exhibition materials
- Marketing collateral for B2B and B2C audiences

Photography & video

- Professional DSLR photography
- Portrait, landscape, architecture and event photography
- Corporate photography
- Videography and filming
- Video editing and post-production

Brand identity & visual design

- Brand identity development
- Logo design
- Iconography
- Typography
- Editorial design and layout
- Design systems and brand guidelines
- Marketing communications
- Digital and print design

Collaboration & leadership

- International stakeholder collaboration
- Cross-functional teamwork
- Brand training and workshops
- Mentoring and onboarding
- Creative project coordination
- Working effectively under tight deadlines

Software knowledge



PROFESSIONAL EXPERIENCE

Creative designer at VOIS (Vodafone Intelligent Services)

August 2021 -

As part of Vodafone's Partner Markets team, I design sales enablement materials that support Vodafone operating companies around the world. My work focuses on creating visually engaging, brand-compliant content that helps commercial teams communicate effectively with customers.

Key responsibilities:

- Designing global sales enablement materials including playbooks, commercial proposals, customer presentations and sales guides
- Creating digital, multimedia and print assets for internal Culture & Rituals initiatives
- Collaborating with international marketing and commercial teams to deliver high-quality creative solutions under tight deadlines
- Maintaining Vodafone brand consistency across multiple markets and communication channels

Visual designer at Nokia

September 2019 - July 2021

Joined Nokia's Global Brand Team, supporting both internal branding initiatives and external marketing communications while helping maintain the company's global visual identity.

Key responsibilities:

- Delivering brand training sessions for employees ranging from individual coaching to larger workshops
- Contributing to updates and development of Nokia's global brand guidelines
- Producing a wide variety of digital and print marketing materials including white papers, brochures, eBooks, presentations, infographics, advertisements and social media assets
- Working closely with international stakeholders to ensure consistent application of the Nokia brand

Creative designer at Vodafone Shared Services

March 2015 - September 2019

Creating marketing collateral for global B2B campaigns and participated in two major Vodafone Business brand refreshes by helping the UK based Brand team by designing new layouts for marketing assets.

Key responsibilities:

- Designing a broad range of digital and print marketing materials including brochures, interactive PDFs, event graphics, presentations, product sheets and infographics
- Developing reusable design templates adopted by other designers across the organisation
- Acting as one of the team's go-to experts for Vodafone brand guidelines.
- Managing the internal photography assets and produced professional corporate photography
- Recording video interviews and promotional footage across multiple European locations
- Mentoring new designers through onboarding and buddy programmes

Media resources officer / graphic designer at Park View School (UK)

May 2012 - February 2015

Combined graphic design, photography, print production and technical support responsibilities within a busy educational environment.

Key responsibilities:

- Producing marketing materials across digital and print
- Managing print production equipment and supplier relationships
- Supervising apprentices and trained new staff
- Maintaining the school's photographic archive
- Photographing and filmed school events

PROFESSIONAL EXPERIENCE

Freelance Graphic Designer & Photographer (UK)

March 2011 – April 2012

Delivered branding, website and logo design projects alongside professional event photography communication channels.

Graphic Designer / Layout Editor at Anno 2002 Bt.

January 2006 – March 2011

Designed magazines, newspapers and marketing materials while managing client relationships and print production.

Graphic Designer / Layout Editor at Golf Digest Hungary

January 2005 – January 2006

Produced the Hungarian edition of the internationally recognised Golf Digest magazine and maintained its digital content.

Graphic Designer / System Administrator at Boraszat.hu

2004 - 2005

Designed websites and promotional materials for wineries while providing technical support and website maintenance.

EDUCATION

Bachelor of Mechanical Engineering

Specialisation in Communication Technologies (Video & Graphic Design)

Szent István University

CERTIFICATIONS

Google UX Design Professional Certificate

- Foundations of User Experience (UX) Design
- Start the UX Design Process
- Build Wireframes & Low-Fidelity Prototypes
- Conduct UX Research and Test Early Concepts
- Create High-Fidelity Designs and Prototypes in Figma