

Hennie *Burak*

UX / UI Designer
Branding Designer

📍 MADRID, SPAIN

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ABOUT ME

I'm a multidisciplinary designer focused on UX/UI and digital experiences. With a background in branding and creative direction, I combine aesthetics and functionality to craft engaging, user-centered interfaces. Passionate about bringing a fresh, creative perspective to every project.

SKILLS

DESIGN

- UX/UI Design
- Prototyping
- Visual & Interaction Design
- Design Systems
- Branding & Digital Identity
- Responsive Design
- Design Thinking
- Usability Testing

SOFTWARE

- Figma/ Figjam
- Adobe Creative Suite
- Procreate
- Uizard
- Runway
- Midjourney
- Firefly
- Google Workspace
- Canva
- Notion
- Miro

CERTIFICATES & COURSES

- **Human-Centered Design**
Pratt Institute, New York (2022–2023)
- **Business Cluster Program**
Reichman University, Israel (2017)
- **Residential Decoration**
Universidad Creativa, Costa Rica (2017)

LANGUAGE

Spanish	English	Hebrew
Native	Fluent	Intermediate



EDUCATION

2021 | 2023

PRATT INSTITUTE, NEW YORK

Digital Design Postgraduate

2015 | 2019

RAICHMAN UNIVERSITY (IDC HERTZELYIA)

B.A in Communications with a Specialization in Marketing and Political Communications



EXPERIENCE

Canopy | Visual & UX Design Collaborator

FREELANCE | NEW YORK | 2024

- Collaborated with the Design Manager to revamp Canopy's digital ecosystem, ensuring brand consistency and accessibility.
- Designed slides, wireframes, and app mockups for the healthcare platform using UX and visual hierarchy principles.
- Proposed website redesigns that improved clarity, usability, and user trust.
- Collaborated cross-functionally via Figma and Google Workspace, aligning visuals with UX and product goals.

Sunday Citizen | Textile & Digital Designer

FREELANCE | NEW YORK | 2023

- Developed a textile collection for throws and pillows inspired by pop-art deco aesthetics and seasonal color trends.
- Created color and pattern prototypes, integrating client feedback through iterative design processes.
- Adapted designs to fabric and production requirements, resulting in a bestselling collection showcased at the SoHo NYC store.
- Combined visual research and creative direction to balance modern aesthetics with the brand's identity.

Danca | Co-Founder, Creative Director & UX Designer

REMOTE | COSTA RICA | 2018– PRESENT

- Led the rebranding and digital transformation of a dancewear brand, from logo to e-commerce experience.
- Designed user-centered digital flows and cohesive brand systems across packaging, web, and social media.
- Directed store remodeling to connect physical and digital brand experiences.
- Managed content strategy and digital storytelling to enhance engagement and awareness.
- Collaborated with manufacturers to ensure product design precision and brand consistency.