

HENNIE BURAK

UX/UI AND BRANDING DESIGNER

📍 MADRID, SPAIN

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.

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EDUCATION

- 2021 | 2024 **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

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
- Uizard
- Runway
- Midjourney
- Firefly
- Google Workspace
- Notion
- Miro

EXPERIENCE

PUBLICIS GROUPE | EUCERIN | PROJECT ART DIRECTOR FREELANCE | MADRID | 2025

- Designed frame-by-frame Eucerin advertising assets in Figma for Instagram Stories, TikTok, and tag-ons, ensuring platform optimization and visual consistency.
- Maintained Figma design systems, aligning master files, supers, and updates to preserve brand and UI consistency.
- Collaborated with copywriters to keep all text accurate, on-brand, and aligned with campaign goals.
- Worked closely with the Eucerin team in daily reviews, implementing real-time updates through an iterative, design-thinking approach..

CANOPY | VISUAL & UX DESIGN COLLABORATOR FREELANCE | NEW YORK | 2024

- Collaborated with the design team to ensure brand consistency, accessibility, and UX alignment.
- Designed slides, wireframes, and app mockups using UX principles and visual hierarchy.
- Proposed website redesigns to improve usability, clarity, and user trust through cross-functional collaboration.

SUNDAY CITIZEN | TEXTILE & DIGITAL DESIGNER FREELANCE | NEW YORK | 2023

- Developed a textile collection for throws and pillows inspired by seasonal color trends.
- Created color and patterns, 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 with the brand's identity.

CERTIFICATES & COURSES

Visual Merchandising & Window Display

Twenty2Lab, Madrid (2025)

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
Native

English
Fluent Advanced