

# Jonathan Baruc

[www.baruc.design](http://www.baruc.design)  
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## Work Experience



### UX/UI Consultant

Praction New York, NY, July 2023 - January 2024

- Overhauled the entire software UX in under 2 months and collaborated with product to develop long-term research and design strategy, leading to an increase in client retention and engagement on the platform
- Championed and implemented a design system to improve user experience for Praction's AI-powered revenue growth platform.



### Senior Product Designer

Native Instruments Berlin, Germany, November 2014 - January 2022

- Led the end-to-end design, specification (Figma), and launch of Native Access app, used by 1.5 million users worldwide.
- Created sketches, mock ups, wireframes, prototypes on a weekly basis for B2B and consumer products utilizing Figma, Adobe Suite, Storybook, and Miro.
- Designed the screens for and shipped the world's best-selling MIDI keyboard, pioneering accessibility, leading to upwards of \$50 million in sales.

### Unified brand through micro-behaviors, experience and products

- Collaborated with the executive team to translate corporate missions and goals into product strategy and products in company incubator using design thinking, on-site user research, rapid prototyping executive presentations.
- Helped build, optimize and document the Lumen Design System and component library, leading to a 50% reduction in product development time and an increase in overall team productivity.
- Reformed design strategy to drive a 3x increase in monthly active users, accountable for 7.5% of attributed revenue.
- Ideated, prototyped, and produced the universal browser UI; implemented user centric design principles, generating \$10 million in sales first quarter of release.

[explore my work at native instruments here](#)

### Introduced new methodology, practice and technology

- Founded and executed an interactive e-learning program for the major product line.
- Owned research and prototyping on the MK3 hardware keyboard experience.
- Introduced tools such as Appzi, usertesting.com, Upvoty and Grain.co, to increase the rate of gathering user feedback 10x.
- Migrated entire Design System and working files from Sketch to Figma.
- Conducted qualitative and quantitative user research, user testing, and A/B testing utilizing Centercode, Mixpanel, Metabase, Quantilope, Google Analytics to enrich company user research data lake.
- Evangelized the importance of user experience and user centric design throughout the Product teams.



### Head of Design & Co-founder

Building Conversation Boston, MA, September 2012 - October 2014

- Led user research, interface design and feature discovery on an augmented reality engine for architects and real estate developers.
- Drove collaboration between product ops and engineering to ship beautiful, easy-to-use features.



### Head of Design & Business Development

Together Festival Cambridge, MA, January 2011 - August 2012

- Secured over \$200K in sponsorship and in-kind deals through targeted outreach and negotiation strategies.
- Developed and curated the daytime programming, aligning brand awareness with educational lectures, workshops, and demos.
- Orchestrated the development of a cutting-edge design system that flawlessly integrated over 60 top brands, resulting in 100% brand recognition.

## Education

### Dual BFA, Multimedia & Graphic Design

Northeastern University Boston, Massachusetts, September 2008 - May 2012

## Tools

Figma	Fig
Sketch	JIRA
Abstract	Zeplin
Adobe Creative Suite	Centercode
Storyboard	Upvoty
Keynote	Appzi
Powerpoint	Maze AI
Miro	Usertesting.com
Mixpanel	Quantilope
Metabase	Google Analytics

## Skills

Discovery	Beta Community Development
Ideation	Workshop Facilitation
Design Systems	Executive Presentations
Design Strategy	Visual Narratives
Design Thinking	Market Analysis
Design Specifications	Quantitative Research
Product Requirements	Competitor Analysis
UX Research	Data Analytics
User Personas	A/B Testing
User Flow Maps	Customer Journey Maps
User Testing	Customer Insights
Usability & Accessibility	Customer Research

## Contact

Pennsylvania  
Connecticut

Open to relocation

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Agile Environment  
Iterative Design  
Rapid Prototyping