



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.

Created 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

Solely led the end-to-end design, specification (Figma), and launch of Native Access app, utilizing in-app demos to bring conversion rate from 8% to 11%.

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 and leading to upwards of \$20 million in sales in its first year, NI’s all-time best selling hardware.

Unified brand through micro-behaviors, experience and products

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.

Collaborated with the executive team to translate corporate missions and goals into product strategy using design thinking, on-site user research, and rapid prototyping.

Introduced new methodology, practice and technology

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 working files from Sketch to Figma.

Conducted qualitative and quantitave user research, user testing, and A/B testing utilizing Centercode, Mixpanel, Metabase, Quantilope, Google Analytics to enrich company data lake.

Evangalized the importance of user centric design and Design Thinking throughout the Product teams.

Founded and executed an interactive e-learning program for the major product line.

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.

Lead Designer & Dir. 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 daytime programming, aligning brand awareness with educational lectures, workshops, and demos.

Orchestrated the development of a design system that flawlessly integrated over 60 top brands, resulting in 100% brand visibility.

Education

Dual BFA, Multimedia & Graphic Design. Northeastern University. Boston, Massachusetts / September 2008 - May 2012

Tools

- Figma

Sketch

Abstract

Adobe Creative Suite

Storybook

Keynote

Powerpoint

Miro

Mixpanel

Metabase
- Fig

JIRA

Zeplin

Centercode

Upvoty

Appzi

Maze AI

Ustesting.com

Quantilope

Google Analytics

Pennsylvania / New York [upstate]  
(347) 963 6657  
jdbaruc@gmail.com  
References available upon request

Skills

- Discovery

Ideation

Design Systems

Design Strategy

Design Thinking

Design Specifications

Product Requirements

UX Research

User Personas

User Flow Maps

User Testing

Usability & Accessibility

Prototypes

Wireframes

Information Architecture
- Beta Community Development

Workshop Facilitation

Executive Presentations

Visual Narratives

Market Analysis

Quantitative Research

Competitor Analysis

Data Analytics

A/B Testing

Customer Journey Maps

Customer Insights

Customer Research

Agile Environment

Iterative Design

Rapid Prototyping