Jonathan Baruc

I am deeply passionate about the intersection of systems engineering and user delight. I'm a lifelong design thinker who's dedicated the last 10 years of my career to producing world-class UI/UX experiences, building award-winning products from discovery, through development, release, and refinement.

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*

Regularly owned projects from Discovery through Development and Release.

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, Sketch Adobe Suite, Storybook, and Miro.

Design the screens for and ship the world's best-selling MIDI keyboard, pioneering accessibility, leading to upwards of $50 million in sales.

Unify 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

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

Evangalized 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
Sketch
Abstract
Adobe Creative Suite
Storybook
Miro

Mixpanel
Metabase

JIRA
Zeplin
Centercode
Upvoty
Appzi
Maze AI
Usertesting.com
Quantilope
Google Analytics

Git
Html / CSS / Javascript

Skills

Discovery
Ideation
Design Systems
Design Strategy
Design Thinking
Design Sprints
Design Specifications

UX Research
User Personas
User Flow Mapping
User Testing
Usability & Accessibility

Prototyping
Wireframing
User Flows
Information Architecture

Digital Solutions
B2B Enterprise Software

Beta Community Development
Workshop Facilitation

Executive Presentations
Visual Narratives

Quantitative Research
Competitor Analysis
Data Analytics
Customer Journey Mapping
Customer Insights

Desktop Design
Mobile Design

Participatory Design
Cadence & Iterative Design
Agile Environment

Contact

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