



Jonathan Baruc

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

Experience

UX/UI Consultant

July 2023 - Jan 2024

Praction New York, New York

- Created Design System and executed UI design (platform only)
- Overhauled UX of entire product (platform only)

Personal Development

Jan 2022 - Sept 2023

- Produced three music albums
- Started kimono-making shop, perfume brand, and trained Aikido intensively
- Volunteered on Polish border providing resources to immigrants stuck in refugee camps (Projekt 009)
- Volunteered in Philadelphia providing harm reduction supplies (OPIMBY)
- Ran a mobile kitchen in Berlin feeding people without homes or food (MAASH)
- Recovered from pinched nerve injury (no computer)

UX/UI Designer

June 2017 - Jan 2022

Native Instruments Berlin, Germany

- Ideated, prototyped, spec'd and developed the universal Browser experience
 - First iteration of Browser, GR6, generated over \$10 million in its first quarter
- Prototyped, spec'd developed and shipped Native Access to over 1.5 million users
- Researched and prototyped the MK3 hardware keyboard experience
- Created a learning experience for main line of products
- Maintained and scaled Lumen Design System
- Regularly met the requirements of multiple stakeholders and articulated executive level proposals

UI Designer

Nov 2014 - May 2017

Native Instruments Berlin, Germany

- Designed UI for KOMPLETE Kontrol Browser, Maschine 2, Reaktor 6
- Co-created Native Instruments' first ever design system and component library

Designer

Oct 2013 - Oct 2014

Freelance

- Created branding, design guidelines, mockups, workflows and collateral for a variety of companies

Co-founder / Lead Designer

Sept 2012 - March 2014

Building Conversation Boston, Massachusetts

- Conceptualized, researched and developed an application for architects and the public to envision future building projects using augmented reality

Director of Business Development

Jan 2012 - Aug 2013

Together Festival Cambridge, Massachusetts

- Closed over \$200K in sponsorship and in-kind deals and fulfilled agreements
- Produced an environmental design system which elegantly integrated the visibility of over 60 major brands, communicated with all partners routinely
- Curated daytime programming

Interaction Designer

June 2012 - Oct - 2012

The Boston Globe Boston, Massachusetts

- Created and published assets and collateral material for digital advertising

Education

Dual BFA, Multimedia & Graphic Design

Sept 2008 - May 2013

Northeastern University Boston, Massachusetts

Tools

Figma
Sketch / Abstract
Adobe Creative Suite
Mixpanel / Metabase
Centercode
Git
JIRA

Skills

Discovery / Ideation / Strategy
Personas
Competitor Analysis
User Research
Prototyping
User Journeys / Flows

Usability Testing
Wireframes / Mockups
Design System Building
Information Architecture
Specifications
Iterative / Agile Design

Design Thinking
Beta Community
Workshop Facilitation
Roadmapping
Executive Presentations
Shipping

References

Tim Adnitt
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Native Instruments
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Simon Fichtner
Design System Lead
Native Instruments
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