ANTONY JAN ORANT (ANT)

1985.05.28 (UK) • British–Deutsch • he/him
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Experience
• 12+ years design / product development
• 5+ years design leadership

Technical Expertise
• Product concept design, user experience (UX), user interface (UI), research
• Design thinking, design strategy, design systems, design tools
• Brand strategy, corporate identity, communication guidelines
• Code: HTML, CSS, JavaScript, Processing, Git
• Tools: Figma, Miro, Adobe CC, Affinity, Google Docs, Slack, ChatGPT

Leadership / Team Skills
• Working independently or collaborating on complex problems
• Leading positive, productive conversations
• Helping others to reflect and grow
• Providing guidance and direction
• Advising and communicating organisational strategy
• Writing, designing and delivering presentations
• Easing conflict situations
• Guiding group discussions and workshops
• Optimising asynchronous, agile processes

Education
• BA (Hons) Fine Art
  Leeds Metropolitan University, 2007
• Foundation Art & Design
  Bradford College, 2004
• A–Levels: Art, Physics, ICT, General Studies
  Hanson School, 2003

Languages
• English (native)
• German (B2+)

Impact / contribution
• Mapping and designing systems and processes.
• Building and maintaining knowledge tools (like brand guidelines or user personas).
• Shaping high–level directives into real products and strategies.
• Articulating a shared vision (like a mission statement or product concept).
• Organising and presenting information (like talks, documentation, knowledge bases)
• Articulating conceptual and philosophical ideas in a practical, actionable form (like design principles or brand values)
• Coaching and mentoring, particularly people in creative roles.
• Interviewing users and customers, understanding their goals and processes, and building collaborative relationships.

"Ant is an incredibly gifted designer in ways that go far beyond pushing pixels. He thinks deeply about whatever he is working on and consistently collaborates to incorporate feedback from all sides. Ant is attentive to detail and knows how to deliver beautiful and effective design under pressure. His passionate approach and calm demeanor are a fantastic combination."

— Mike Elfenbein, Lead UI/UX Designer @ Native Instruments & Izotope

EXPERIENCE

2021—2023 Senior Product Designer @ Native Instruments, Berlin DE

At Native Instruments I designed concepts and workflows for music creation hardware products.
• Worked with directors and product managers to shape product concepts and articulate vision.
• Worked with hardware and software engineers to understand technical implementations and
  constraints.
• Built physical and software prototypes to validate features.
• Produced user stories, wireframes and workflows to demonstrate theories of operation and
  individual features.
• Built relationships with professional musicians to understand their goals and needs, and to
  collaborate with them on feature development.

I also led two music production workshops in collaboration with Open Music Lab, and provided
mentorship to three students.

2020—2021 Design/brand consultant @ Wavepaths

Wavepaths is a generative music tool for psychotherapists.
• Refined and documented core brand strategy principles with founding team.
• Developed customer persona resources.
• Provided direction and feedback for internal design team and external collaborators.

2015—2020 Design Director @ IDAGIO, Berlin DE

IDAGIO is a streaming platform designed for classical music. I managed the entire visual and
experiential identity, leading the product and brand design teams by working personally on high-
impact projects and providing direction and mentorship to designers. I coordinated with content,
communications, marketing, product and engineering teams, and as a team lead and director I
contributed to the business strategy and organisational culture.

Initiatives I started and executed include:
• Brand workshops with key stakeholders
• Redesign and evolution of visual identity
• Documentation of brand strategy and design philosophy
• Build and maintenance of UI design system

I played a key role in:
• Hiring the early-stage product team
• Hiring product and brand designers
• Shaping and communicating strategic initiatives
• Identifying company culture and core values

My initial role at IDAGIO involved refining the visual identity and building the foundation of the
web application:
• Web app: UI/UX, wireframes, screen designs, prototypes
• Front-end development: CSS, JavaScript, React

2013—15 Designer / Developer @ Wootek, Berlin DE. Small digital agency pivoted from Toast, with
clients including Atlantic Internet, Mixology and Simfy: product strategy, web and mobile UI/UX,
brand strategy and design, front-end development.

2012–13 Designer / Developer @ Toast, Berlin DE. Social wishlist and bookmarking app for iOS and web: mobile UI/UX, web UI/UX CSS/JS, product and brand strategy.

2011–12 Designer / Developer @ Moped, Berlin DE. Cross-platform private messaging app: brand design, mobile UI/UX, web UI/UX CSS/JS, product strategy, hiring.

2010–11 Designer @ Floraqueen, Barcelona ES. Flower delivery service operating across six countries in Europe: marketing design, brand development.

2010 Interface Developer @ Science Warehouse, Leeds UK. E-procurement platform used by some of the UK's leading universities and research institutions: design-focused front-end development.

2009–10 Web Designer @ CTRL / Fantactics, Leeds UK. Music streaming and self-distribution platform for musicians and bands: product design, brand design, front-end development.

2008–09 Web Designer @ Freelance, Leeds UK. Supporting local musicians, fashion labels and charities; graphic design, brand design, front-end development.

KIND WORDS

"I had the pleasure of working with Ant for about a year and a half whilst he was the Design Director at IDAGIO. During that time, I witnessed Ant's exceptional ability to lead and direct our brand towards success. Ant's keen eye for detail and extensive knowledge of design principles were truly impressive. He had an incredible way of interpreting our company's vision and translating it into solid designs that captured the essence of our brand. Ant's creative skills were second to none, and his ability to manage and motivate his team was truly inspiring."

"I was truly appreciative of Ant and his empathetic nature. He took the time to listen to his peers and reports, understand their needs, and provide them with the support they required to succeed. His leadership style was open and collaborative, creating a supportive environment that allowed for creativity and innovation. I feel very fortunate to have worked alongside Ant and would highly recommend him as a fantastic designer."

— Kathryn Hing, Lead Product Designer @ IDAGIO

"Ant was my direct report and fellow product designer at Native Instruments. He is an incredibly gifted designer in ways that go far beyond pushing pixels. He thinks deeply about whatever he is working on and consistently collaborates to incorporate feedback from all sides. Ant is attentive to detail and knows how to deliver beautiful and effective design under pressure. His passionate approach and calm demeanor are a fantastic combination that would make him a great fit for any role he sets his sights on!"

— Mike Elfenbein, Lead UI/UX Designer
  @ Native Instruments & Izotope

"Ant was one of the first hires at IDAGIO and instrumental to the design of our web app. He went on to lead our entire design efforts, redefine our brand from the ground up and establish a design system — both of which are still in use today. I particularly admire his thoughtfulness and attention to detail."

— Christoph Lange, Co-founder @ IDAGIO

"I've had the opportunity to work alongside Ant and to report to him for close to 1 year and I can say I enjoyed every day of it, as he treats others like he treats his work: with an open and constructive mindset, even in challenging times. Ant managed to build and lead a motivating and caring team, where we have always been pushed to share our ideas and opinions about what we do, how we do it and why we do it. His trust in our skills and knowledge encouraged us to experiment and to be more confident in order to provide something always more refined while maintaining the quality of our daily tasks. I'm very grateful for his patience, reliability and willingness to support his team members because it made me grow as a designer but also as a person. Anyone would be lucky to get to work with Ant and I'd be more than happy to do it again."

— Léa Clidassou, Brand Designer @ IDAGIO