



## ANTONY JAN ORANT (ANT)

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English(native), German(B2+)  
BA(Hons) Fine Art, Leeds, 2007

5+ years product strategy/leadership  
12+ years product/brand design/development

### Skills

- Product development, organisational process: research/exploration/ideation, discovery/validation, delivery/development, optimisation/maintenance/iteration.
- Collaboration: workshops, group discussions, 1:1s, interviews, conflict resolution.
- Leadership, creative process, coaching, mentoring, guidance, direction.
- Design thinking, design strategy, design systems, design tools.
- Product concept design, user experience (UX), user interface (UI), user research, usability.
- Brand design, brand strategy, creative direction, corporate identity, communication guidelines.
- Conceptual/ideological direction (eg. mission statement, design principles, brand values).
- Knowledge tools, documentation (eg. brand guidelines, user personas, knowledge base).
- Presentations, narrative, storytelling.
- Code: HTML, CSS, JavaScript, Processing, Git.
- Tools: Figma, Miro, Adobe CC, Affinity, Google Docs, Jira, Slack, GPTs.

### Experience

- Topics: health/medicine, psychology/psychotherapy, social, creative, music production, music industry.
- Products: messaging/social, creator platforms, b2c e-commerce, b2b SaaS, brand/marketing, marketplace, streaming, hardware + embedded software, musical instruments.
- Contexts: startups, scale-ups, agencies, consultancy.

### I am:

Accountable, aesthetic, analytical, asynchronous, collaborative, cross-functional, curious, growth-oriented, independent, rational, reflective.

### 2021-2023 Senior Product Concept Designer @ Native Instruments, Berlin DE

Concepts and workflows for music creation hardware products and embedded software.

- Produced user stories, wireframes, workflows, journey maps and process models to demonstrate theories of operation and core features.
- Drove optimisation of asynchronous design and team processes.
- Collaborated with directors and product managers to shape product concepts and articulate vision.
- Collaborated with professional musicians to understand their goals and needs, and to collaborate with them on feature development.
- Built physical and software prototypes to validate desirability and usability.
- Created and moderated music production workshops; mentored music production students.

**2020–2021 Design/brand consultant @ Wavepaths**

SaaS 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 for classical music.

- Accountable for visual and experiential identity.
- Led product/brand design teams by supervising high-impact projects, providing direction and mentorship to designers.
- Coordinated with content, communications, marketing, product and engineering teams.
- Contributed to 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.** Digital agency pivoted from Toast, 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: mobile UI/UX, web UI/UX CSS/JS, product and brand strategy.

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

**2010–11 Designer @ Floraqueen, Barcelona ES.** International flower delivery service: marketing design, brand development.

**2010 Interface Developer @ Science Warehouse, Leeds UK.** E-procurement platform for universities and research institutions: design-focused front-end development.

**2009–10 Web Designer @ CTRL / Fantactics, Leeds UK.** Music streaming/distribution for creators: 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.

"I had the pleasure of working with Ant while he was the Design Director at IDAGIO. I witnessed his 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 who thinks deeply about whatever he is working on and consistently collaborates to incorporate feedback from all sides. He is attentive to detail and knows how to deliver beautiful and effective work 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 product. 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 one year, and I can say I enjoyed every day of it. He treats his team-mates and his work with an open and constructive mindset, even in challenging times. Ant managed to build and lead a motivated and caring team, in which we were always pushed to share our ideas and opinions about what we do, how we do it and why. 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