

# Dominic Vikram Babu

A multidisciplinary designer with experience in product and visual roles.  
Previously a high school technology teacher.

2911 McClure Street  
Oakland, CA 94609  
(734) 635-9885  
atavikram@gmail.com

## PROJECTS

### Luka, Bogota — Product Designer

DECEMBER 2016 - PRESENT (CONTRACT)

Conducted design sprints to drive specifications and design of a blockchain based payments application while defining aesthetics and narrative for product marketing. Produced flows, wireframes, prototypes and pitch decks.

- Incorporated Google Design Sprint methods into development improving the team collaboration and synthesis of prototypes.
- Championed story mapping and user testing to prioritize features while conducting feasibility reviews.

### Persista, San Francisco — Product Designer

JULY 2016 - DECEMBER 2016 (COMPANY CLOSURE)

Designed product iterations for an enterprise cloud search webapp and conducted quality assurance on staging builds to bring features to launch without bugs. Conducted research on user segments to extend out product roadmap.

- Led efforts on researching and designing new product features.
- Recruited a Customer Panel to rapidly provide product insights.

### Verdigris, Mountain View — Product Designer

JULY 2014 - JUNE 2015

Established ethnographic research on commercial facility management with an outside agency to inform the engineering and the product roadmap. Produced flows, architecture and wireframes for email, web and mobile.

- Introduced prototyping into product development pipeline.
- Led rebranding and instituted a new design language.

### Depict, San Francisco — Product Designer

JANUARY 2014 - JUNE 2014 (CONTRACT)

Designed an art marketplace from wireframes to component library for web/iOS.

- Introduced atomic design into frontend build.
- Led a brand refresh to bolster the impact of the app design.

### Altius Education, San Francisco — Drupal Web Designer

SEPTEMBER 2012 - NOVEMBER 2013 (COMPANY CLOSURE)

Supported marketing in design and production of landing pages for enrollment.

- Improved efficiency and reduced time to deployment of marketing sites by using clickable prototypes and style guides.

### Pryor Design, Ann Arbor — Drupal Web Designer

APRIL 2011 - SEPTEMBER 2012 (RELOCATION)

Interfaced with clients to develop concepts and specifications for corporate sites optimizing for appearance and information architecture.

## SKILLS

UX/UI & Visual Design

Sketch, Affinity Designer,  
Principle, Flinto & Adobe CS

Advanced CSS/SCSS/LESS

Beginner Javascript

## EDUCATION

Whitespace, San Francisco

*Product Design Fellow*

MARCH 2016 - JUNE 2016

Gray Area Arts, San Francisco

*Summer of Creative Code*

SUMMER 2014

McGill University

*Human Genetics & Social Studies*

JANUARY 2001 - DECEMBER 2003

University of Toronto

*Engineering Science*

SEPTEMBER 1999 - JUNE 2000

## EXTRAS

Hired as a technology and culture  
writer by Medium Corporation  
for *Message*

Launched the publication  
*Absurdist* which grew to 30K  
readers, 250k monthly views and  
a diverse list of writers.