Vikram Babu

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I'm an integrative designer and creative writer who help startups build software products that are accessible. I work with end-users and engineers to take projects from concept to code for an enriching user experience.

Experience

Lead Product Designer, Verdigris, 2014–2015
At Verdigris, I lead their design process for web, email and mobile products. I shipped many updates and launched a new email reporting product. I also established core user research materials in collaboration with an outside agency. Besides UX work, I produced their brand identity and worked to apply the visual design language across web assets.

Freelance Frontend Developer and Visual Designer, 2014-Present
At Whiplash and Depict I designed their brand identity and developed their frontend using Middleman. Using atomic design methods allowed for rapid prototyping with the team. I also produced a component library document.

UX Designer & Drupal Developer, Altius Education, 2012–2013
At Altius, I worked on developing marketing assets to raise college admissions enrollment. Working with marketers and designers, I used lean principles and prototypes to shorten product cycles.

UX Designer & Drupal Developer, Pryor Design, 2011–2012
At Pryor Design, I worked to increase brand visibility for agency clients. I worked as the lead designer and developer, building responsive sites in Drupal. I improved client satisfaction by offering research, prototyping and iteration during the process.

Math & Technology Teacher, Clonlara, 2007–2010
At Clonlara, I taught students technological literacy through project-based learning. I designed the curriculum to include generative art, circuit bending and Arduino programming. This hands-on learning raised student engagement in my classrooms.

Extras

Technology Writer
Medium Corporation
Creative Non-Fiction, 2015

Summer of Creative Code
Gray Area Arts
Arts & Technology, 2014

Education

Human Genetics
McGill University
Faculty of Science, 2001-2003

Engineering Science
University of Toronto
Dept Engineering, 1999-2000

Skills

UX Design
UI Design
Visual Design
Sketch
Adobe CS
HTML5/CSS/SCSS
JS Libraries