

Vikram Babu

Portfolio Presentation

“A product designer helps you identify, investigate, and validate the problem, and ultimately craft, design, test and ship the solution.” — Eric Eriksson

Verdigris

How do you help people maintain efficient facilities?

Verdigris, built a hardware solution to track energy use down to the device.
How could data make us smarter about energy?

Good design solves a problem.

User Research

A FACILITY MANAGER'S DAY

~7:30 am: Arrive at the building, check email, anything critical arise?

8:00 am: Meet with building staff to review day's activities, high priority issues, special events

9am: Meet 3rd party vendors working on scheduled preventative maintenance for HVAC systems

9:30am: email, phone calls to check on equipment, delivery delay

10:30am: attend new space planning meeting with executives, project managers, and architect. Review plans, present forecasted operation costs

11:30am: reply to voicemails, send staff to executive's office on a "hot" call

12pm: lunch, check email, check SMS for HVAC operating temps after morning

1pm: Walk through building on way back to office, check on resolution of urgent service request

2pm: Pay vendor invoices, resolve payroll issues, check service request tickets

3:30pm: Review quarterly budget expenditures

4pm: Research equipment specs for a special lighting project, do rough payback calculation, edit proposal

4:30pm: Emails, schedule meeting to prepare for onboarding additional staff, adding desks and infrastructure

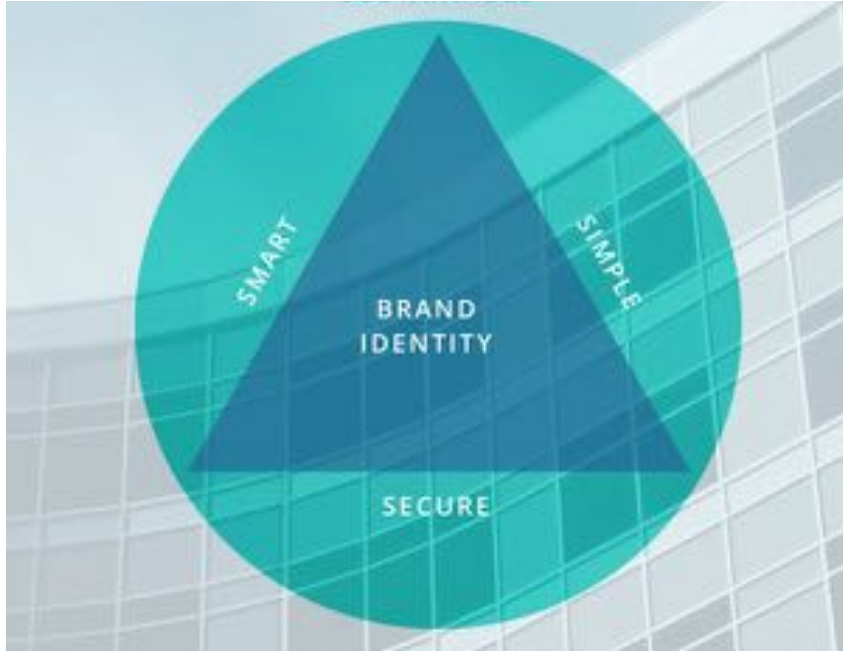
5pm: Check on an urgent issue in ticket system to see if it was resolved before going home



Paired with a design agency to jumpstart our design culture with user research

- Interviews
- Design studios
- Company presentation

Branding



Led team through a 2 month rebranding process

- Values survey
- 16 Logo concepts
- 30 Logo iterations
- 1 Color Palette
- Logomark
- Typography
- Landing page



BUILDING



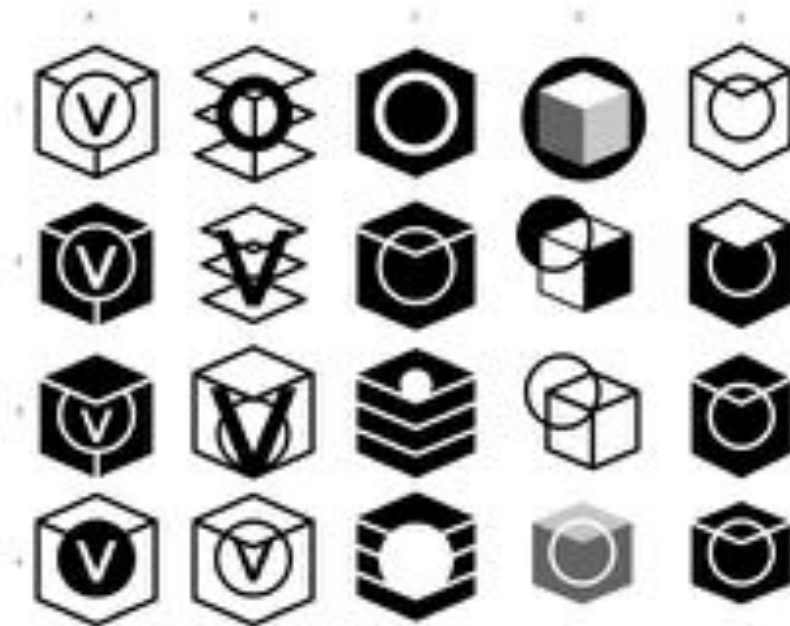
CLUSTER



FLOORS



VOLTAGE





OUR SYSTEM

The Verdigris system is a comprehensive hardware, data analytics, and software solution.

Our hardware monitors power directly from your circuit breakers, analyzes that data in the cloud, and gives you real time readouts of your facility's electricity usage. It's that easy.

Monitor all your equipment

Our system uses AI to learn what healthy device function looks like. We intelligently monitor everything from your HVAC and lighting to servers and coffee pots.

You receive an email or text when devices behave abnormally, helping you spot overusage, predict equipment failure, and prevent fire hazards.

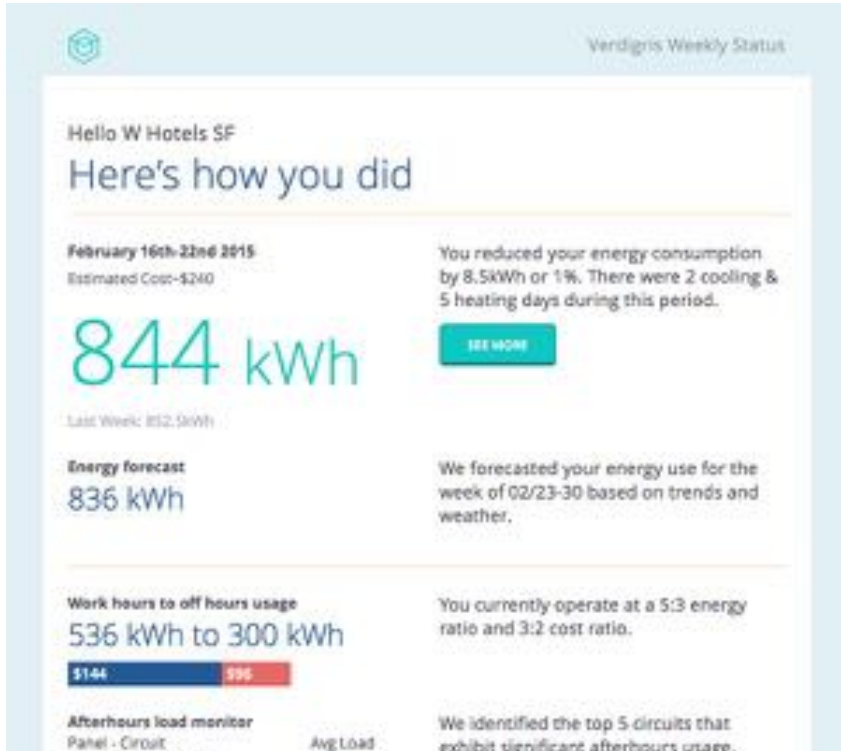
With Verdigris real-time monitoring, my team can react faster to solve problems because we immediately know which panel tripped and when — to the second. That is huge.

Ken Whaley, Facilities Manager



Good product solutions are essential, not minimal.

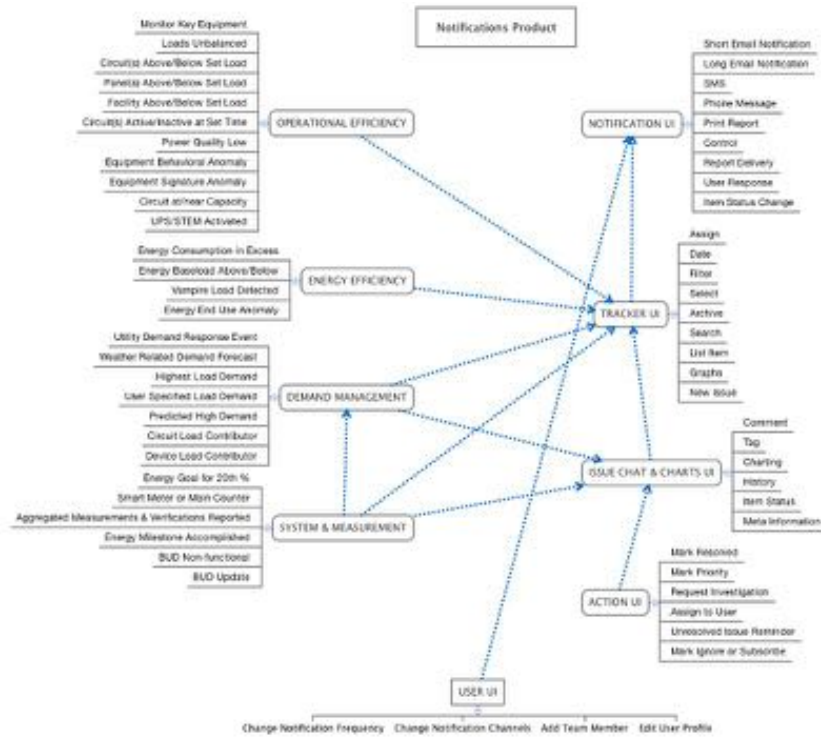
Email Reporting



Led team through a designing an email reporting product

- Multiple Static designs
- 1 Month of static testing
- Email frontend design

Tracker



Propose a natural language notification system

- Information Architecture
- Feasibility study
- Static Designs
- User Interviews



ACTIVITY FEED



Refrigeration circuits low
Today, 4am



Jul 10 energy forecast
Thu, 8am



Jul 9 energy forecast
Wed, 8pm



90kWh building baseline anomaly
Wed, 6am



40kWh building baseline anomaly
Tue, 6am



Lighting circuit baseline anomaly
Jul 1, 8pm



Circuit baseline anomaly
Jun 28, 3pm



6-27 energy forecast
Jun 26, 8pm



6-26 energy forecast
Jun 25, 8pm



NOTIFICATION

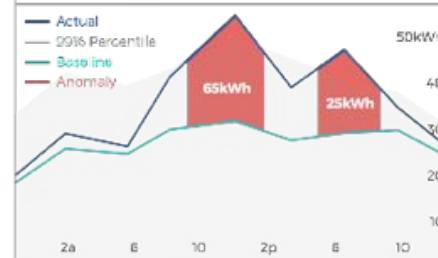


7-8 Building baseline anomaly
WED 1AM

2 building baseline anomaly were detected totaling **90kWh** costing **\$24.23** on July 7

ANOMALY @ 7AM-2PM
65kWh or \$18.13

ANOMALY @ 5PM-7PM
25kWh or \$6.10



Did you find this anomaly accurate?



Building A



Category	Value	Unit
Heating	100,000	kWh
Cooling	100,000	kWh
Power	100,000	kWh

Activity Feeds

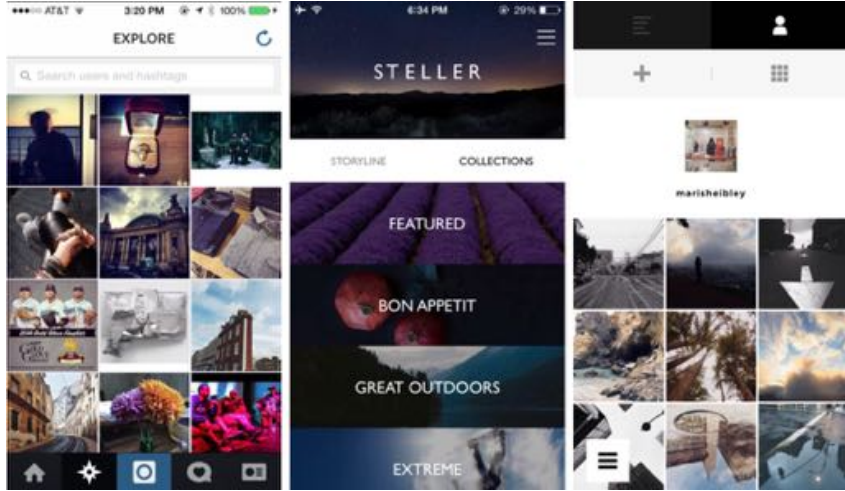
- Panel Feed Cycling Detected
- Panel Feed Cycling Detected
- Panel Feed Cycling Detected

Depict

How do you bring digital art home?

Depict, built a hardware frame and secure art marketplace. I was asked to design their iOS app, web frontend & logo.

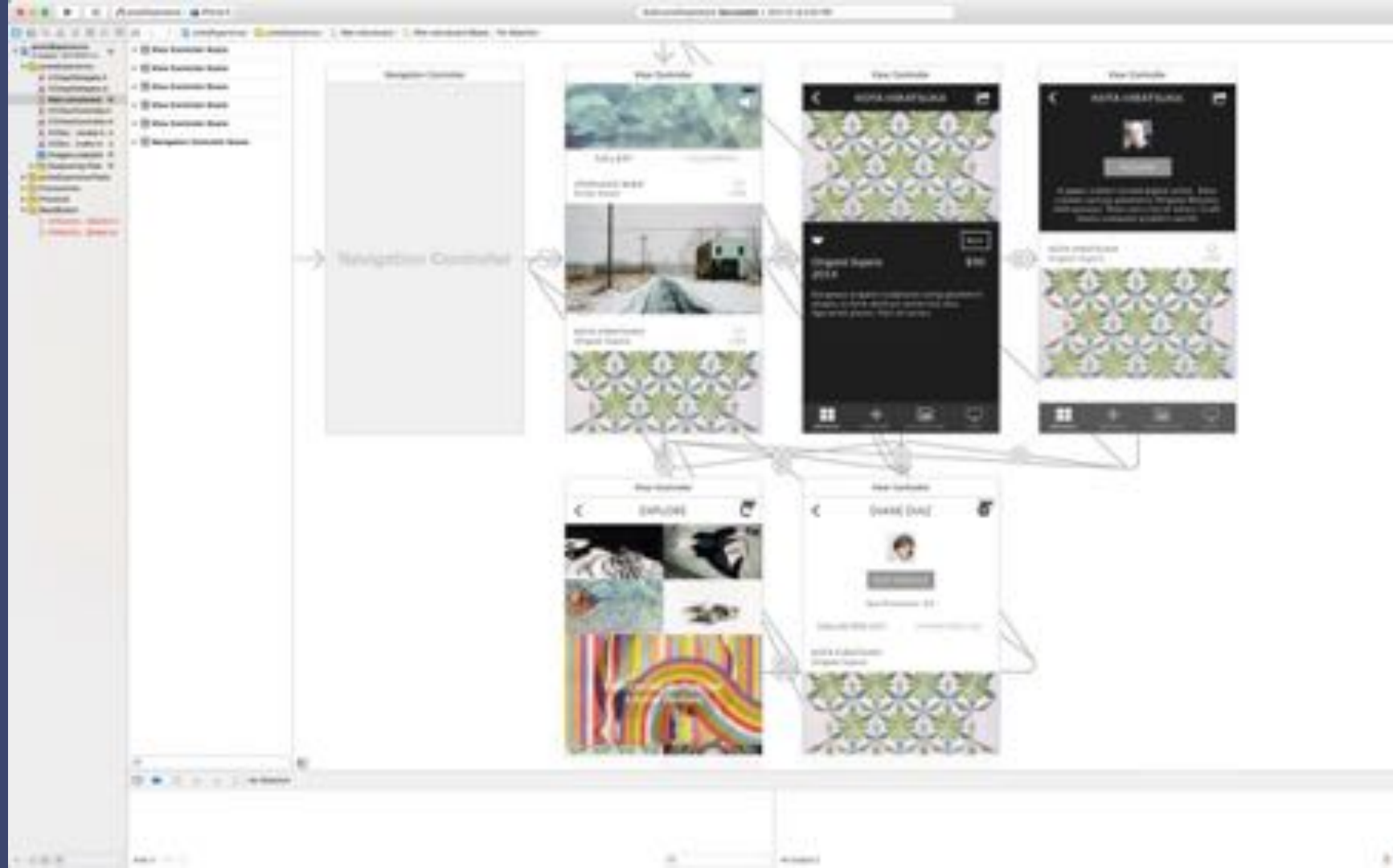
Moodboarding



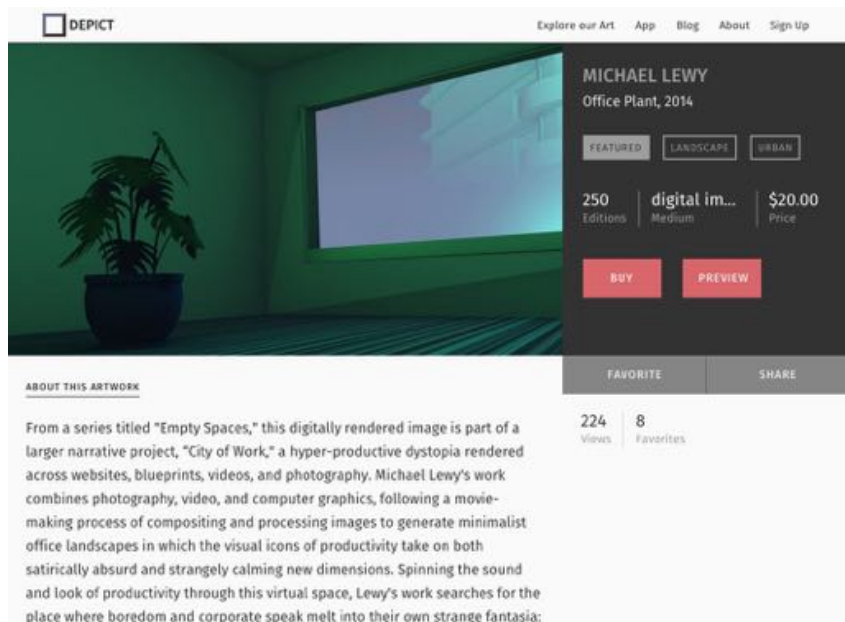
Collected a sample of relevant iOS designs and explored design patterns

- Instagram
- Steller
- VSCO

Product designers explore and validate solutions.



Frontend



Designed and built a frontend framework for their webapp in a prototyping environment

- Information Architecture
- Molecular Design
- Mockups
- Brand Identity
- Frontend Development

Strategy > Scope > Structure >
Skeleton > Surface

Visual Design

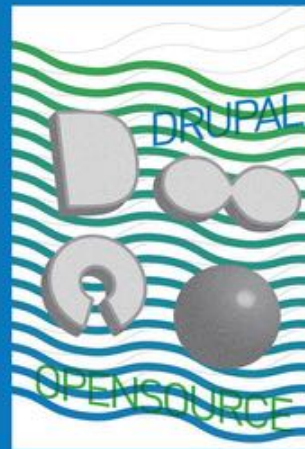


COMMONWEALTH
PUBLIC HOUSE

EST2010



PROSPERS



Aside

748

Views (30 days)

425

Reads (30 days)

1

Recs (30 days)



Stories

Views ↑

Reads

Read ratio

Recommendations



What you need to know about those "selfie girls"

By Alexandra · View story · Follow

1.3M

954K

72%

3.6K



Is Your Barista Flirting with You?

By Alexandra · View story · Follow

201K

91K

45%

218



Going With the Flow: Blood & Sisterhood at the L...

By Alexandra · View story · Follow

114K

54K

47%

182



smile, you bitch: being a woman in 2015

By Alexandra · View story · Follow

105K

59K

56%

970



The Cool Girl Trap: Or, Why Sexism in Tech Isn't G...

By Alexandra · View story · Follow

68K

38K

56%

1.2K



What "Taking the Country back" means for the re...

By Alexandra · View story · Follow

39K

20K

52%

437



Nagasaki a-bomb survivors did not know they we...

By Alexandra · View story · Follow

30K

22K

73%

650

Absurdist



Editor in chief and founder of a publication on Medium

- Managed 2-3 editors
- Copyedited writers
- Oversaw growth to 25k follows
- Developed brand identity