Dominic Vikram Babu

I implement Design Systems, coach teams on Design Operations and de-risk projects with Product Discovery. My approach is systematic, rapid & iterative.

243 Athol Ave
Oakland, CA 94606
(734) 635-9885
atavikram@gmail.com

WORK

Gigster, San Francisco — Product Designer

JUNE 2017 - AUGUST 2018 (DOWNSIZING)

Led design of product and marketing component libraries as well as component kits for gig workers. Researched and designed internal tools using component libraries. Architected and launched foundational marketing site.

- Reduced response time on prototypes from weeks to 48 hours
- Cut UI implementation times from a peak of 8 months to 1-2 months
- Shrank frontend declarations and load times on marketing sites 10x with a modern framework & server side rendering
- Saved $10k+ monthly on costly payout errors with UI improvements

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 (RELOCATION)

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

CSS/HTML/JS

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.

Other roles or references in visual and web design are available on request.