

## Dominic Vikram Babu

As a product designer, I work on problem definition, interface design, usability testing and project management. I implement design systems, help teams establish design operations and de-risk projects with product discovery. My approach is systematic, empirical and iterative.

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### WORK

Gigster, San Francisco – Senior Product Designer

JUNE 2017 – AUGUST 2018 (DOWNSIZING)

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

- Reduced response time on prototypes from weeks to 48 hours
- Saved \$5k+ monthly on costly payout errors with UI improvements
- Improved contact flows resulting in a 200% increase in sales leads
- Cut UI implementation times from a peak of 8 months to 1-2 months

Persista, San Francisco – Product Designer

JULY 2016 – DECEMBER 2016 (CLOSURE)

Designed features for an enterprise cloud search webapp and conducted quality assurance on staging builds to bring features to launch without bugs. Researched personas to extend 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.

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 accessibility and information architecture.

### SKILLS

UX/UI & Visual Design

Figma, Sketch, InVision,  
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

Code instructor with  
under-resourced high  
schools in East Oakland  
through ScriptEd

Hired as a technology and  
culture writer by Medium  
Corporation for the  
publication, Message

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