DOMINIC PEDRUCO
DIGITAL PRODUCT DESIGNER

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Skills and Disciplines

User Experience

User Interface

User Research

Visual Design

User Testing

Project Management

Prototyping

Photography

Motion Graphics

Toolbox

Sketch

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe After Effects

Adobe Primere

Invision

Origami Studios

HTML5/CSS3

Education

Academy of Art University
Bachelor of Fine Arts Degree,
Web Design and New Media

Design Labs
Certificate of User Research
and Strategy

Work Experience

Visbit   03/2015–Present
Senior Product Designer
Product: Visbit Virtual Reality Streaming (B2B) 2016

• Led product design cycles with another designer to create a publisher portal that clients could setup app IDs for SDK integration, manage their 360º VR videos, and view analytics to track performance
• Established a comprehensive style guideline and component libraries to ensure scalable UI design for design and engineering teams
• Designed and coded all new company related websites with engineers
• Conducted market research to gather insights and identify pain points to make informed design decisions
• Built the foundation of the Visbit brand and product alongside co-founders

Product: Pixbrite - Automatic photo (Consumer App) 2015

• Led user research to gather both quantitive data via surveys and offsite interviews with potential users to define ideal target market for the app
• Prototyped flows using invision and origami studios to better communicate interaction patterns to engineers
• Designed user interfaces and speced out redlines for engineers
• Conducted user research through 1:1 interviews to find pain points to iterate.
• Analyzed the performance of app through Flurry analytics to understand the data of how users were using the app
• Worked closely with contract visual designer to create a brand mascot to effectively communicate emotional design principles

Tango Me   09/2014-03/2015
Product Designer
 Product: Music Pix by Tango (Consumer photo app) 2014
• Produced wireframes, flows, UI assets, visual comps for Android and iOS
• Collaborated with a team of engineers and a project manager on Tango's first external app, Music Pix

Awards

MarCom Award: Introducing Visbit's View Optimized Streaming   2016
Academy of Art Spring Showcase - diviUp Magnetic Glass Tablet   2014
Dr.Elisa Stephens Presidential Scholarship   2010