

# DOMINIC PEDRUCCO

## DIGITAL PRODUCT DESIGNER

 dompedrucco.com

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### Skills and Disciplines

User Experience  
User Interface  
User Research  
Visual Design  
User Testing  
Project Management  
Prototyping  
Photography  
Motion Graphics  
Videography

### 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  
Graduated 2014

### Design Labs

Certificate of User Research  
and Strategy  
Completed 2015

### Work Experience

**Visbit** 03/2015–Present

Senior Product Designer

Product: Visbit Virtual Reality Streaming, Web | Mobile App (B2B)

- Led product design development cycles to create a publisher portal that clients could setup app IDs for SDK integration, manage their 360° VR videos, and view analytics of app and video performance
- Established a comprehensive style guideline and component libraries to ensure scalable UI design for design and engineering teams
- Design and coded (HTML/CSS3) company related websites with engineers
- Conducted market research to gather insights and identify client's pain points that better informed design decisions
- Built the foundation of the Visbit brand and product alongside co-founders

Product: Pixbrite, Mobile App (B2C)

- Led user research to gather both quantitative data via surveys and offsite interviews with potential users to define ideal target market for the app
- Designed user interfaces and provided redline specs for engineers
- Prototyped flows using Invision and Origami Studios to better communicate interaction patterns to engineers
- Analyzed the performance of app through Flurry Analytics (Yahoo) 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, Mobile App (B2C)

- 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
- Planned and produced marketing content for Tango's Music Pix channel

**Btrax** 07/2014–08/2014

Visual/ UI Contractor

- Worked with a PM to prototype functionality of a mobile application
- Designed hi-fi visual mocks for engineers to implement

### 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