

Victor Zoltan Cassizzi

Portfolio:

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EDUCATION

Texas Christian University

Fort Worth, TX

Bachelor of Science

Design Studies

SKILLS

- Multidisciplinary Creative
- Human-Centered Design
- AI Integration for Rapid Prototyping
- Video & Music Content Development
- Branding, Content, & Web Design

SOFTWARE & APPLICATIONS

- **Design:** Figma, Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Adobe XD, Sketch, Final Cut
- **Business:** Microsoft Suite, Google Analytics, Framer, CMS Processes
- **Music:** Logic Pro, Melodyne, Avid Pro Tools, Ableton Live

EXPERIENCE

Freelance Designer & Social Media Strategist

Austin, TX

Content Creation, Digital Marketing, and Visual Design

2020 – Current

- Created and manage @howdytherebear, a viral pet brand reaching nearly 3 million views within the first month of launch through strategic content planning, audience targeting, and platform optimization.
- Oversee brand relations and sponsorships with pet industry companies such as Fi Dog Collar, handling negotiations, creative direction, and content production to deliver high-impact promotional campaigns.
- Previously designed custom websites and branding packages for independent clients, including musical artists like Greyson Zane, translating their vision into effective and engaging digital experiences.

Hometown & Young.

Austin, TX

Founder, Manager, Designer, Producer

2019 – 2023

- Spearheaded the comprehensive design and development of the band's website and managed social media platforms, driving over 10 million Spotify streams and 800k global listeners
- Led strategic initiatives that resulted in significant increases in website traffic, user engagement, and SEO performance, boosting the band's online presence
- Produced original music for official release on various streaming platforms, contributing to the band's overall success
- Handpicked by Spotify's editorial team to be featured on high-visibility front-page playlists, reaching a wide audience and increasing the band's visibility

KTCU 88.7 The Choice

Fort Worth, TX

Founder, Manager, Designer, Producer

2021 – 2021

- Hosted live radio broadcasts, spoke on air, managed listener calls and various giveaways.
- Led live broadcasts using Adobe Audition software, ensuring smooth operations and high-quality sound production
- Demonstrated strong multitasking abilities while hosting, coordinating, and managing live events in a fast-paced, dynamic environment

Next Level Sports.

Los Gatos, CA

Youth Football Coach

2019 – 2019

- Coordinated and organized the practice and games for two flag football teams consisting of children from kindergarten through 5th grade
- Facilitated communication between children and parents, managing expectations and ensuring a positive experience for all involved