

Victor Zoltan Cassizzi

Product Designer

Product designer working end-to-end across web, mobile, and in-person surfaces. I design digital products that translate complex goals into cohesive, real-world experiences.

cassizzi.com ↗

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512.632.7521

Austin, TX

Experience

HCI Sports & Fitness Product Designer

2025 – Current

- Own product design end-to-end for a 7,000-member facility across web, app, kiosk, and Apple Wallet.
- Rebuilt the website and app into one platform spanning membership, program discovery, scheduling, and check-in.
- Designed the multi-step flow that turns opaque pricing into a guided path from browse to a booked tour and CRM handoff.
- Built the design and component system that keeps one interaction model consistent across surfaces, plus the campaign framework under every offer.

Lake Austin Studios Founder and Digital Designer

2024 – 2025

- Founded and led a studio delivering product, brand, and digital work for clients and artists across industries.
- Designed and shipped websites and interface systems, owning each from user flows through visual design and build.
- Grew @howdytherebear to a 3.5M-per-month audience through rapid content experimentation.

Hometown & Young Creative Lead and Digital Strategy

2019 – 2023

- Led creative direction and digital design across platforms and touchpoints for the band.
- Designed the visual identity and release campaigns across streaming and social platforms.
- Grew the project to 13M+ streams and 800K global listeners through digital distribution.

Education

Texas Christian University
B.S. in Design Studies
2020 – 2024

Skills

Interaction Design · User Flows · Prototyping · Wireframing · Information Architecture · Design Systems · Booking Flows

Research

Usability Testing · A/B Testing · Contextual Inquiry

Build

React · TypeScript · Framer Code · HTML / CSS · CMS

Tools

Figma · Framer · Adobe Creative Suite · AI Tools · Google Analytics

Systems

Brand Systems · Visual Identity · Component Libraries · Creative Direction