Victor Zoltan Cassizzi
Product Designer

I lead digital experience from the ground up, working across departments to take brand foundations, design systems, and mobile-first products from concept to launch.

cassizzi.com ↗
LinkedIn ↗
victor@cassizzi.com
+1 512 632 7521
Austin, TX / Los Angeles, CA
US, UK & EU work rights

Experience

HCI Sports & Fitness 2025–present
Product Design & Digital Experience Lead

- Joined as Digital Media Specialist and was promoted twice in a year to lead product design and the digital roadmap.
- Rebuilt the platform behind hundreds of sports programs, 130+ weekly classes, and every membership type and its pricing.
- Built one design system, from brand foundations in Figma to production React components, for web, app, kiosk, and email.
- Owned the membership configurator and tour booking: 260+ tours in nine months, with 68% of guests who toured joining.
- Shipped Apple and Google Wallet passes and the onboarding that puts membership on members' phones.
- Designed self-serve kiosks with live class and court status, handling 6,500+ class check-ins in three months.
- Track drop-offs in our flows and A/B test calls to action.
- Lead the marketing team's digital work and set priorities with leadership, operations, and sales for a 7,000-member facility.
- Mentored a graphic design intern through regular critique.

Lake Austin Studios 2024–2025
Founder

- Designed websites and identities for independent clients, and scaled @howdytherebear to 3.5M monthly views.

hometown & young 2019–2023
Co-founder & Creative Director

- Produced every release and led design, web, and campaigns, reaching 13M+ streams and 800K Spotify listeners.

Education

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

Skills

Mobile-First Design · Interaction Design · Prototyping · Motion Design

Research

A/B Testing · Analytics · Usability Testing · Contextual Inquiry

Build

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

Tools

Figma · Framer · Adobe Creative Cloud · Claude Code · Codex · GA4 · ClubReady · Mailchimp

Systems

Design Systems · Component Libraries · Brand Systems · Visual Identity