Victor Kernes

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Product Designer at Hodinkee

June 2021–Current

Hodinkee is an online luxury watch retailer and editorial platform.

- Led the designs efforts for our e-commerce platform and enhanced the online shopping experiences across the web and our iOS and Android apps.
- Shipped features that improved our checkout conversion rate and helped us reach over $100 million in sales revenue.
- Contributed to the design and development of our internal design system by creating complex components using all of Figma's features such as Auto-Layout, Variants, and Properties.
- Collaborated with engineers and product managers to decide on projects and features for the company roadmap that continued pushing us toward achieving our OKRs.

Product Designer at Gradescope

June 2020–June 2021

Gradescope is an education tool that helps instructors grade faster.

- Led the designs for our iOS and Android app that allowed students to submit homework assignments and receive feedback on their phones.
- Designed features that allowed thousands of higher education instructors to grade homework assignments more quickly and efficiently, including the ability to reuse comments when providing feedback.
- Led an initiative to transition the team from Sketch to Figma, allowing for better collaboration amongst designers, engineers, and product managers.

User Experience (UX) Designer at Virta Health

December 2017–March 2020

Virta Health is a healthcare startup reversing type 2 diabetes.

- Led the designs for our Growth team where I designed our patient enrollment portal experience from 0-to-1. I was responsible for prototyping, running A/B tests, analyzing data and conversion rate, and developing UI on the front-end using HTML & CSS and React.js.
- Designed an experience for our iOS and Android apps where patients could share positive feedback about their treatment with their HR department so we could continue being offered as a health benefit.

Marketing Designer at Laurus College

August 2014–November 2017

Laurus College is an online college specializing in vocational training.

- Designed and created all the marketing materials for our website, print advertisements, television commercials, and internal promotional items.
- Led the rollout of a brand refresh to provide a more sophisticated and modern look for a prestigious college.

Education

Fashion Marketing at The Art Institute of California

July 2012–March 2014

Skills and Tools

- 9+ years of professional experience working full-time as a designer
- 6+ years of industry experience as a product designer focused on mobile and web apps
- Effective communicator and collaborator
- Passionate about teaching and mentoring
- Research, UI/UX, Prototyping, Design Systems, Design Components, & Branding
- Figma, FigJam, Notion, Photoshop, Illustrator, HTML & CSS, Javascript, Git, & React.js

Teaching and Mentorship

Design Mentor at Dribbble

June 2022–October 2022

- Mentored the Product Design & Intro to UI Design courses
- Taught students about the end-to-end design process and working at start-ups
- Lead design critiques and discussions on a variety of topics including Color Theory, Typography, Accessibility Standards & more
- Provided career guidance and interviewing advice for entry-level designers

Writing

Presentable

January 2023–Current

I write a weekly newsletter on menswear, style, and fashion. I share recommendations and tips for how to look presentable. I also share updates about my life, career, and things that interest or inspire me.