

Victor Kernes

User Experience (UX) & Product Designer

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About Me

I'm a self-taught User Experience (UX) & Product Designer with over 5 years of experience. I have worked in the education and healthcare industries. I have a background in marketing, front-end engineering, and a continued interest in personal growth.

Experience

Product Designer @ Virta Health

January 2020 - March 2020, San Francisco, CA

I was a Product Designer on the Patient Experience team, where our focus was making a delightful app experience for our patients. I worked on features that empowered patients to have more autonomy in the app and in addition, improved our health coaches and providers workflows by reducing manual processes.

I also led and conducted the User Research for all of my projects. I took on product manager responsibilities such as communicating with key project stakeholders, organizing weekly meetings, and collaborating with engineering and product to build out the projects.

User Experience (UX) Designer @ Virta Health

December 2017 - January 2020, San Francisco, CA

I was the Lead User Experience (UX) Designer for the Patient Growth team. Our focus was on creating a simplified enrollment process and optimizing the conversion rate. We created a web product called the Enrollment Portal, which I designed from the ground up. I also helped build the portal by contributing front-end code, applying styles from our design system, and reviewing pull requests from the engineers on the team.

I also created a large amount of landing pages, conducted numerous A/B tests and experiments, optimized user flows, and created marketing assets for postcard mailers, slide deck presentations, and social media advertisements.

Marketing & Design Coordinator @ Laurus College

August 2014 - October 2017, Santa Maria, CA

I was the only marketing designer at Laurus College. I helped design the experience of how pre-applicants would perceive the college through the creation of social media assets, website imagery, iconography, and landing pages. I also designed assets for internal communication, including campus posters, company announcements, and blog post assets.

Education

General Assembly, Javascript Development

2018, San Francisco, CA

The Art Institute of California-San Francisco, Marketing

2012 - 2014, San Francisco, CA