

# Valentin Crafts Drown

## Principal Designer & Product Leader

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For 15 years, I've turned ambiguous, high-stakes product bets into shipped, high-performing experiences that drive growth. I lead 0→1 and scale consumer products across finance, social, and wellness; simplifying complex systems, accelerating teams, and using AI to increase execution speed without sacrificing craft or quality.

## EXPERIENCE

### Gemini / Principal Designer → Director of Product Design

Jan 2025 - Present

- Rebuilt a struggling design org into a high-leverage product partner. Unblocked delivery, raised product quality across the app, and materially increased execution speed.
- Led and scaled a team of 10 while staying hands-on. Drove multiple 0→1 launches including Gemini Wallet, Onchain Hub, Tokenized Stocks, Margin Trading, and Predictions. Partnered directly with founders to ship high-impact bets.
- Delivered measurable business outcomes: ~3.9X increase in recurring buys and helped scale two of Gemini's fastest-growing, highest-margin products (Credit Card and Predictions)

### Kraken / Lead → Staff Product Designer

Jul 2022 - Jan 2025

- Led design for Kraken's core consumer products, including Kraken Wallet (0→1), bringing Kraken onchain through onboarding, funding, and asset flows that unlocked DeFi access.
- Turned complex crypto systems into clear, high-trust experiences, driving activation and conversion (~18% install → funded) through high-performing UX.
- Scaled impact beyond product—built design automation (Lottie workflows) adopted org-wide, improving speed, consistency, and overall design quality. Operated as a hands-on senior IC across ambiguous, high-impact bets.

### Simple Habit → Sleep Reset / Staff Product Designer

Mar 2018 - Jul 2022

- Sole designer at launch, owning end-to-end product design. Identified a key behavioral shift: users were using meditation for sleep, and led the pivot to a higher-value sleep product.
- Built Sleep Reset from 0→1, transforming the business into a focused, high-margin sleep platform.
- Partnered with Stanford Sleep Medicine to translate clinical behavioral therapy into a scalable consumer experience. Defined core UX systems and habit-forming loops that drove measurable gains in activation, retention, and paid conversion (54%+ trial→paid, 91% user-reported sleep improvement at day 28).

### After School, Inc. / Lead Product Designer

Jan 2016 - Mar 2018

- Led product design for a Gen Z social platform from concept through launch, driving breakout growth to near-saturation across U.S. high schools and multiple #1 App Store rankings (Social).
- Designed and optimized core social loops: sharing, reactions, and contact-based growth, while improving onboarding and activation to drive repeat engagement and network effects

### Pathbrite / Product Designer

Apr 2013 - Jan 2016

- Founding designer, owning product and design systems end-to-end. Rebuilt the core product experience and defined the UX foundation as the company scaled.
- Turned design into a growth engine, redesigned the website and onboarding to drive higher-quality inbound than a 4-person sales team and expand adoption across colleges and school districts. Helped drive acquisition by Cengage.

### Odopod / Designer

Sep 2011 - Apr 2013

- Designed digital experiences for Tesla, Fitbit, Sony, and Coca-Cola across web, mobile, and interactive surfaces.
- Led UX/UI for Tesla kiosks and web, helping define a premium design system that influenced the direction of Tesla's in-car UI.

## EDUCATION

Rochester Institute of Tech.

BA in New Media Design

2008 - 2011

## AWARDS

Google Material Design Award - User Experience

Issued by Google • Nov 2018

Gold Addy Award

Rochester Ad Federation • Jan 2011

## SKILLS

- Player-Coach Design Leadership
- Product Strategy & 0→1 Execution
- OKR-Driven Design & Business Impact
- Executive Communication & Alignment
- Cross-Functional Leadership
- Design Org Reset & Scaling
- Hiring, Onboarding & Coaching
- Performance Management
- Design Systems & Scalable UX
- AI Workflow Automation & Optimization
- Custom AI Tooling, Plugins & Integrations
- Systems Thinking & Process Optimization
- Crypto & Fintech UX
- Consumer Product Design
- Growth, Experimentation & A/B Testing
- User Research & Analytics
- High-Fidelity UI & Prototyping
- Motion & Interaction Design
- Lottie & Animation Systems
- First-Principles Thinking
- Clear, Direct Communication
- Habit Formation & Engagement

## LANGUAGES

- English (Native)
- Russian (Native)