

ROBERT JUSTIN CROUCH

DESIGNER
INDIANAPOLIS, IN

CONTACT

📞 317.840.0984

✉️ RJCROUCH@GMAIL.COM

PORTFOLIO

RJCROUCH.COM/PORTFOLIO

SKILLS

- Product Design for Mobile & Desktop
- Wireframe & Prototyping
- Workshop Facilitation
- User & Stakeholder Interviews
- User & Process Mapping
- Executive Level Presenting
- Design Thinking Strategy
- Mentoring & Leadership

TOOLS

- Figma
- Sketch
- Invision
- Lucidchart & Spark
- Miro
- Adobe CC Including:
 - Photoshop
 - Illustrator
 - XD
 - Premier Pro
 - After Effects

SUMMARY

I'm a Senior Experience Designer with over ten years of professional experience across UX & UI design, marketing, and brand management. I have found at the heart of any good design solution is the data that supports it. By leveraging human centered design practices, such as stakeholder alignment and user testing, one can ensure the success of a solution long-term. I never approach any project as a one-and-done design solution. I believe any design should scale and evolve with its users to ensure continued growth and adoption.

PROFESSIONAL EXPERIENCE

Salesforce – Senior Experience Designer

Aug 2013 - Present
Contact: Ryan Alvis

317.693.0787

Soft Skills

My assignments include short and long-term contracts for clients in a wide variety of industries. My work at Salesforce started as a customer facing services designer focused on marketing initiatives, where I created design systems, and worked with brands on their marketing strategy and design. In recent years my work has bridged into Salesforce core products where I design custom application solutions for our clients. This new opportunity has enabled me to further develop my product design skillset.

Design & Research

My day-to-day responsibilities include the design of a solution as well as the research behind the solutions and its implementation. I am responsible for facilitating interviews with stakeholders, synthesizing research findings, and designing the solution from both a business and user interface standpoint. Additionally, I facilitate implementation and training for the client if required.

Lodge Design Co. – Designer

Jan 2013 - Aug 2013
Contact: Jarrett Hagy

317.375.4399

In this position I worked on a wide variety of design projects including brand creation, physical product design, print, and web design.

EDUCATION

University of Pennsylvania - The Wharton School

Certificate – Executive Leadership & Management
Completed October 2022

Indiana University - School of Informatics and Computing

Masters of Science – Human Computer Interaction
Graduated May 2019

Indiana University - Herron School of Art & Design

Bachelors of Fine Arts – Visual Communication
Graduated May 2013