

# Mark Crouch

Senior Product Designer

inkmark-studio.com  
(210) 802.6185  
mark [at] inkmark.co  
linkedin.com/in/inkmark/

## Product / UX / Design

I am a product designer with a branding and communication design background. I create and execute solutions that solve user experience deficiencies. I'm at my best when tackling complex problems to deliver beautiful, usable solutions.

## Experience

### Senior Product Designer | Y&LConsulting | 2020 to Present

Design a Customer Relationship and Loan Management system for IBC bank. This included an updated web and native design system.

### Product Design Consultant | Spacecadet | 2018 to 2020

I built a website and customer portal, including rebranding and improving UX.

### Product Design Consultant | Bluematch | 2018 to 2020

Lead design in building a new onboarding and core experience. Improving user experience and acquisition.

### Product Design Consultant | Leo Unlimited | 2018 to Present

Lead design in building a new education and professional site, including branding and training videos.

### Creative Director & CCO | Roughneck Graphics | 2010 to 2017

Lead design from conceptualization to implementation of design solutions. We successfully launched over three dozen projects.

[\(MORE EXPERIENCE LISTED ON LINKEDIN\)](#)

## Education

### Texas State University | San Marcos, TX | Class of 2008

Bachelor of Fine Arts in Communication Design

## Skills

Interaction & UI Design, Visual Design, UX Design, Prototyping, Tools: Figma, Sketch XD, Invision, etc, User Flows, Wireframes, Mockups, User Research, Conceptual Thinking, Web Familiarity, Mobile Familiarity, UX Writing, Design Systems, Style Guide, Agile Methodologie, Design Sprints, Front End : HTML, CSS & JS