

# Robert Justin Crouch

Lead Experience Designer | Indianapolis, IN  
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## PROFESSIONAL SUMMARY

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I am a Lead Experience Designer with 13+ years of experience in marketing, brand, and product design. The first seven years of my career focused heavily on leading marketing and brand design. Starting in 2019, my role shifted to focusing on enterprise product design for custom Salesforce implementations, working directly with customers, and their users to ensure we design the best solution. I have worked with over 100 clients spanning multiple industries, most recently on a team centered around customers in the financial and healthcare industries. My recent work centers on designing responsible AI experiences, defining how agents interact with humans and helping establish guardrails that ensure AI is used thoughtfully and without waste.

I have consistently served as the primary design lead on multidisciplinary teams, driving human-centered design while partnering with designers, engineers, and client stakeholders. I am responsible for presenting design solutions directly to client stakeholders including C-level executives. My work has directly contributed to revenue growth and influenced client buy-in to our products and services. I am an expert in human-centered design practices, and believe that meeting the users needs above all else will serve the business, the product, and the people who depend on it most.

## CORE COMPETENCIES

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- UX & UI Design
- Rapid Prototyping & Wireframing
- Design System Creation and Governance
- Design Thinking Strategy
- Human Centered Design Thinking
- User Testing & Validation
- User Research, Stakeholder Interviews, and Process Mapping
- Workshop Facilitation & Executive-Level Presenting
- Cross-Functional Team Leadership
- Mentoring & Development of Design Teams

## TOOLS & TECHNOLOGY

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- **Design:** Figma, Sketch, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro
- **Collaboration:** Rapid Prototyping, Co-create Workshops, Miro, Lucidchart

## PROFESSIONAL EXPERIENCE

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### Salesforce | Lead Experience Designer (Experience Architect) | Product Design 2019 – Present

- Serve as design lead on cross-functional teams driving cohesive design direction across multiple workstreams.
- Lead and mentor designers of all levels assigned to my project teams, providing direction, feedback, and support.
- Design meaningful human-agent AI interactions, contributing to responsible AI guardrails that ensure Salesforce's AI capabilities are used intentionally and efficiently by clients.
- Champion design thinking methodology, aligning client expectations with UX best practices and advocating for user-centered decision making.
- Lead UX/UI design workstreams for custom enterprise software applications built on Salesforce core products, owning the experience from research through delivery.
- Conduct stakeholder and user interviews, synthesize research findings, and translate insights into scalable solutions that balance business goals with user needs.
- Own client-facing design communications, presenting solutions directly to C-level executives and translating complex design decisions into clear business outcomes.
- Ensure design cohesion across asynchronous, distributed teams by establishing shared standards, facilitating design reviews, and maintaining a unified vision throughout project lifecycles.
- Facilitate implementation and training for clients at project completion, ensuring design intent is preserved through development and deployment.
- Produce design work that has directly driven revenue growth and influenced contract extensions and further sales opportunities for Salesforce.

## PROFESSIONAL EXPERIENCE (Continued)

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### **Salesforce | Senior Experience Designer | Marketing & Brand Design** 2013 – 2019

*(Hired on as an Associate Designer 2013 by ExactTarget, a Salesforce Company)*

- Delivered marketing design strategy and campaign execution for clients across a wide range of industries.
- Created and governed design systems for client brands, ensuring consistency across targeted touchpoints.
- Led client communications and design presentations, building trusted relationships and translating creative decisions into business-relevant language for client stakeholders.
- Managed five or more individual clients in parallel, split between retainer and project based engagements.

### **Lodge Design Co. | Graphic Designer** 2012 – 2013

*(Hired on part-time while in my undergrad, and continued on full-time after graduation.)*

- Collaborated with senior designers and clients on a wide variety of creative projects spanning brand, print, web, and physical product design, gaining hands-on experience across both digital and tangible design mediums in a fast-paced small agency environment.
- Entrusted with direct client communication from the outset demonstrating early strength in translating creative decisions into client-facing conversations.

## EDUCATION

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### **University of Pennsylvania – The Wharton School**

Certificate: Executive Leadership & Management

*Completed October 2022*

### **Indiana University – School of Informatics and Computing**

Master of Science, Human-Computer Interaction

*Graduated May 2019*

### **Indiana University – Herron School of Art & Design**

Bachelor of Fine Arts, Visual Communication

*Graduated May 2013*