



Jesse Couch

Product Design Leader

“ "Design is thinking made visual". ”

Saul Bass



Email
jesse@designcouch.com



Website
<https://www.designcouch.com>



Phone
(+1) 540 598 0202



Location
Roanoke, Virginia, USA

Socials



LinkedIn
[designcouch](#)



X (Twitter)
[@designcouch](#)



Codepen
[designcouch](#)

Skills

Design

UX | UI | Creative Thinking

Creative Problem Solving | Figma

Sketch | Webflow | Adobe CS

Leadership & Communication

Team Leadership | Mentorship

Strategic Development

Excellent Written Communication

Excellent Verbal Communication

Front-end Engineering

Advanced HTML | Advanced CSS

Advanced Javascript | VueJS

Angular | React | Ionic | MODX

Wordpress

Experience



Head of Design
Threecolts

Sept 2023 – July 2025

📍 Fully Remote

As Head of Design at Threecolts, I oversaw the UX/UI design and visual communication for a portfolio of over 15 products, along with many accompanying websites. My responsibilities include the strategic development and maintenance of a company-wide design system, as well as the management and mentorship of a multidisciplinary team encompassing UX designers, marketing designers, and video production artists. I focused on ensuring a cohesive and high-quality design language across the entire organization.



Head of Design
InventoryLab

Feb 2016 – Sept 2023

📍 Fully Remote

During my time at InventoryLab, I championed the interface and user experience for a sophisticated ecommerce product with numerous critical user flows. My focus at InventoryLab ranged from refining marketing touchpoints to orchestrating a complete redesign of the application with a focus on accessibility and mobile-friendly design. I ensured a cohesive and intuitive experience across all interactions. It was a privilege to be the central voice advocating for our users and shaping the product's usability.



Creative Director
Matthew's Child

Jan 2012 – May 2020

📍 Roanoke, Virginia, USA

Managing all creative, print and digital collateral and marketing for the non-profit that my wife and I founded in 2012.



Senior UX/UI Designer
BlueRidge Interactive

July 2015 – Dec 2015

📍 Roanoke, Virginia, USA

BlueRidge Interactive offered a stimulating challenge where I was brought on board to inject some Agile energy into their workflow. Beyond that, I spearheaded the UX and UI evolution across their diverse projects, providing both design muscle and creative direction to level up their user experiences.



Product Experience Director
Modea

April 2014 – June 2015

📍 Blacksburg, Virginia, USA

Creative vision has long been in my DNA, so my role at Modea as Product Experience Director felt like a natural fit. I took ownership of the overarching vision for significant digital initiatives for big names like Aveda and Prudential. This involved not just creative direction, but also orchestrating project plans, leading a dedicated team, and fully embracing the power of Agile. I genuinely enjoyed my time shaping experiences at Modea.



Interactive Art Director
Anstey Hodge Advertising Group

Nov 2010 – July 2013

📍 Roanoke, Virginia, USA

Designed and developed medium and large scale websites for clients in the retirement and higher education industries. Gained a vast amount of hands on experience working directly with clients and honing my design sensibilities and coding skills.



Creative Director
Whitewash.m2 Publishing

Oct 2010 – Dec 2011

📍 Roanoke, Virginia, USA

Created total identity, design and layout for a regional publication called Karis Magazine, and designed and maintained multiple iterations of the corresponding website as well. Much of the work was done pro bono.



Art Director
Brilliant Media Strategies

May 2007 – May 2009

📍 Anchorage, Alaska, USA

Began as primarily a print designer, creating marketing campaigns for our clients from conception to completion. Over my time there, I gradually moved into more interactive and media work, designing banner ads to accompany my print ads, conceptualizing TV and radio spots, and taking on a few full-fledged websites (including the agency site).

Education



York University
Associate of Arts
2001-2003



Oklahoma
Christian University
Began BFA – Graphic Design
2003-2004



University of
Alaska – Anchorage
BFA – Graphic Design
2004-2008