

Mark Casas

Creative Lead • Product, UX, Visual Design

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My expertise lies in creating a seamless and user-friendly end-to-end product experience. I am a versatile designer with both creative and analytical skills, allowing me to adapt to any design challenge. With strong communication skills and the ability to work well in a team, I excel at bridging any gaps between designers, clients, developers, and product teams. With almost 20 years of experience in the tech industry, I have deep experience designing for many digital platforms, including marketing, social media, news content, creative agencies, health tech, entertainment, and sports.

EXPERTISE

Design: UX / UI, Product, Responsive, OTT, Mobile App, Graphic • UX Research and Testing • Leadership and Strategy • Figma, Adobe CS, Sketch • ADA Compliance • Front End: HTML and CSS.

Thorough understanding of all front-end programming languages

EMPLOYMENT HISTORY

Roku • Senior UX Product Designer • 7/2021 – 11/2022

At Roku, I was tasked with various visual design projects, including Photo Streams, and a redesign of the details pages. The newly launched Roku Sports product was where I had the most impact. As the visual design lead and team "sports expert", my role was to create a visual user experience that set itself apart from the usual Roku UI. Once the new visual experience was agreed upon, I worked with the UX research team to test the designs and worked closely with the engineering team to help launch the design into market.

Deltatre • Senior UX Designer • 8/2018 – 2/2021

At Deltatre I acted as a "hybrid designer". I was tasked with conceptualizing new features and product enhancements across all digital platforms. Additionally, through research, wire-framing, and collaboration, I produced high-level visual user experiences. I held lead design roles for high-engagement projects including the NFL (nfl.com, NFL 100, NFL Game Pass EU) and Bally's Sports.

Fandango • Manager, Design Development, FandangoNOW • 2/2016 – 11/2017

At FandangoNOW my role was to oversee the visual, and product design direction across all of our platforms. Our team was tasked with combining an intuitive user experience, with elegant visual creative across the Web, TV, iOS, and Android TVs, Phones, and other devices. On a daily basis, I worked with the UX and Engineering teams to create cohesive user interfaces across all of our devices.

Full description of additional past employment provided on my LinkedIn page:

- M-GO • Manager of Creative Development, Web • 3/2013 – 2/2016
- Cornerstone OnDemand • Senior Front End Engineer • 5/2013 – 7/2013
- Giantsource Inc. • Senior UX/UI Developer • 10/2012 – 4/2013
- Buzz Media • Senior Creative Developer • 4/2012 – 10/2012
- The Famous Group • Front End Designer • 3/2011 – 3/2012
- MySpace • Lead Creative Developer • 4/2008 – 1/2011
- DMG World Media – iMedia Communications Inc. • Web/Graphic Designer • 2/2007 – 4/2008

Full description of all past employment provided LinkedIn, [linkedin.com/in/markcasas](https://www.linkedin.com/in/markcasas)

EDUCATION

Art Institute of California - Los Angeles, Bachelor of Science, Interactive Media Design