

BRIAN J SHERMAN

m: 415.666.0666 me@brianjsherman.net portfolio: www.brianjsherman.net
San Francisco, California, U.S.A.

User Experience + Visual Design + Product Design

Expert visual communicator – Formally educated as both Graphic Designer and Mechanical Engineer with hands-on experience in both design environments

Hands-on creative – Providing concept and design direction, user experience for web/mobile/software, graphic design for Information, Environment, Marketing, Strategy

Skillful project manager – Able to design, troubleshoot, or facilitate complex, creative work processes and improve workgroup communication

Graphic Design

Concept
Branding & Identity
Layout
Typography
Color
Photography
Museum Exhibitions
Sales & Trade Shows
Marketing & Communications
Presentations

Digital Design

Mobile, Web, Enterprise
UX Strategy
User Interaction
User Interface
Prototypes: High & Low-fidelity
User Research
Design Leadership

- process
- facilitation
- mentoring

Software

Power User
Sketch, Keynote, Adobe Photoshop, Illustrator, InDesign

Proficient
Axure, Balsamiq, Dreamweaver, Jira, Pivotal Tracker, AfterEffects & digital video basics, Premiere, Final Cut Pro, Mac OS, MS Office, iPhone, iPad, Android, WordPress, Sublime Text

Code

HTML5, CSS3, Responsive Web
JavaScript basics
Agile and XP processes

Hand-Craft

Offset printing, Screen printing, Letterpress, Bookmaking, Fine art Photography, Model-building & Prototyping, Fabrication & shop tools, Manufacturing processes

EXPERIENCE

Yahoo! Sunnyvale & San Francisco, CA
5/2016 to 8/2017 Senior Experience Designer

Ads & Data Platform Team; Lead Design on product redesign, Demand-Side Platform (DSP) for Programmatic Advertising; Established cross-team processes with Research, Product, Engineering in a fast-changing environment

Conducted user research, envisioned new workflows and information architecture, created wireframe prototypes, supported software development

Visa San Francisco, CA
5/2015 to 11/2015 (Contract) Senior User Experience Designer

Digital Solutions Team; Designed white label, configurable, applications for financial institutions that provide card services for users on iOS, Android, and Responsive Web

Hands-on support of Product and Development teams, providing user experience perspective, Flow Diagrams, Interaction Design, and Visual Design

Sony San Francisco, CA
12/2013 to 4/2015 Interaction Designer

Global Web Transformation team; Created Responsive Web experiences for a new, global website for marketing Sony products; Significant increases in Foresee Customer Satisfaction

Page wireframes and strategic product storytelling to highlight key product benefits and stimulate customer journey; Championed specific site and system changes to improve site interaction, editorial content, foreign language translation, and customer experience

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Rapid response lanch team for initial deployment in Europe, Latin America and Brazil; Phased deployment in North America and Asia in 2015; User testing and business analytics

Small design team collaboration to envision and proposed future digital initiatives

DesignMap San Francisco, CA
09/2013 to 11/2013 (Contract) Interaction Designer

Developed software user interfaces and user interaction models for client projects; Collaborated with studio founders, design team, clients

Ebates San Francisco, CA
09/2011 to 5/2013 Design Manager

Rakuten, Inc. bought Ebates in Sept 2014 for \$1 Billion. In 2013, 2.5 Million members spent over \$2.2 Billion shopping through Ebates

Lead User Experience for new pages and features, re-design of User Account, Customer Service, Guided Help, About Us, and Browser Add-on

Managed design team (~5), established processes with other teams amidst fast growth and turnover; Produced design creative and editorial to support Product Design, Social Media, Email Marketing, Marketing Promotions, SEM, B2B Sales, Customer Support

Design and documentation to capture user interaction flow diagrams, page wireframes, visual layouts, web, mobile user experience; Supported Development team using Jira

Designed core business templates, style guidelines, marketing materials across multiple corporate properties

SFO Museum, San Francisco International Airport San Francisco, CA
11/2004 to 4/2011 Curator, Graphic Design

Clarity Information Design San Francisco, CA
8/2000 to present Independent Designer, Sole Proprietor

EDUCATION

B.F.A. Graphic Design
12/2001 California College of the Arts, San Francisco, CA

B.S. Mechanical Engineering
6/1995 University of Michigan, Ann Arbor, MI

Spanish Cultural Immersion
12/2015 to 3/2016 Adventure Travel, Mexico & Guatemala

Basic Spanish language immersion courses at Instituto Cultural Oaxaca; toured numerous archeological, cultural and artisanal sites throughout Mexico and Guatemala