

BRIAN J SHERMAN

Multidisciplinary Designer

Design leadership for business & engineering teams

User-centered, end-to-end product design experience for mobile, web, and enterprise software. I bring insight, rigor, and process.



Experience



Forge Global Lead Product Designer
11/2020 to 12/2022 San Francisco, CA

Lead design of Forge Intelligence from inception, a first-of-kind data product to monetize Private Market trade data; Created navigation, dashboards, data visualizations and other features

Lead design of an integrated Forge Markets client experience following merger with SharesPost

Supported CPO with interview and hire of VP Design, UX Director, and Sr. UX Designer roles

Design Operations; Lead Design team use of Figma for design collaboration, Jira for project tracking, process with Product and Engineering teams

Co-created a Design System, Figma Library, and usage guidelines for product UI across product surfaces



SharesPost (acquired by Forge Global) Product Designer
10/2019 to 11/2020 San Francisco, CA

Forge Global acquired SharesPost in Q4-2020; Supported executive teams and merger with combined Marketplace visualizations and Design operations

Was the first Design hire at SharesPost; Collaborated with Business, Operations, Legal, Compliance, Product, and Engineering teams to document business processes

Client Trading Profiles; Drove collaboration between Operations, Compliance, Product and Engineering teams to create a digital experience for client self-serve data collection, reuse, and many-to-many legal entity management from paper-based processes



Facebook Product Designer (contract)
4/2018 to 8/2018 Menlo Park, CA

Core App Monetization team; Focused on Ads Manager and Business Manager platforms for advertisers; Design to unblock engineering on urgent projects; Brand safety, UI, product enhancements



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

Ads & Data Platform team; Lead on product redesign of advertising Demand-Side Platform (DSP); Established cross-team processes with Research, Product, Engineering in fast-changing environment

Designed and user tested wireframes and prototypes, new workflows, information architecture, and navigation; Conducted user research; Supported software development; Mentored designers



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

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

Product and Engineering support; Provided design perspective, envisioned new services and features; Created flow diagrams, wireframes, interaction design, and visual design layouts

In-Person & Online

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me@brianjsherman.net

San Francisco, CA

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

Global Web Transformation team; Global, responsive website for marketing electronics products; Content interaction, wireframes, strategic product storytelling to stimulate customer journey

Collaborated with Marketing, Business Analytics, Editorial, Engineering, UX teams; Championed system improvements for interaction, content, foreign language translation, experience; Envisioned future digital initiatives to improve product support and community



Ebates (acquired by Rakuten) Design Manager
09/2011 to 5/2013 San Francisco, CA

Rakuten, Inc. bought Ebates in September 2014 for \$1 Billion, profitable affiliate marketing startup; 2.5 Million members spent over \$2.2 Billion shopping through Ebates in 2013

Supported entire executive team: Product, Engineering, Customer Support, Sales, Marketing; Managed design team (~5), established processes amidst fast growth and turnover; Designed core business branding, sales materials, editorial content, templates, style guide

Lead Design of key site pages, new features, Browser Add-on; Data analysis and A/B testing; Designed Customer Service guided help system business logic, experience, wireframes, content



Things I Love

film
mountain biking
music
drum set
snowboarding
travel
scuba diving
nature
weird shit
sci-fi
good food
good friends
owls

Previous Experience



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



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



University of California Space Physics Research Group Assistant
9/1997 to 9/1999 Berkeley, CA



Ford Motor Co. Design & Development Engineer
7/1995 to 8/1997 Dearborn, MI



Places I've Been

Canada
Japan
Burning Man
Thailand
Netherlands
France
Indonesia
Mexico
Guatemala
Spain
Portugal

Education



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



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

Spanish Cultural Immersion adventure travel

12/2015 to 3/2016 Mexico, Guatemala

9/2017 to 10/2017 Spain, Portugal

Basic Spanish language immersion courses at Instituto Cultural Oaxaca; Toured numerous archeological, historical, cultural and artisanal sites