



BRIAN J SHERMAN

me@brianjsherman.net
415-666-0666

https://brianjsherman.net
user: portfolio
pwd: confidential

Product Design Leader

- Startup Exits: Ebates, SharesPost, Forge Global
- End-to-end product design cycle experienced
- Skilled collaborator at all levels, Junior to C-Level
- Design Team hiring, managing, and process

Preferred Software

Figma, Miro, Keynote, Photoshop, Illustrator, InDesign, Jira, Sublime Text

Responsive Web Skills

Design for Accessibility, Hand code HTML5 + CSS3, Bootstrap, JavaScript and JQuery basics, Material UI, Apple Human Interface Guidelines for iOS

Selected Experience

Lab Zero

San Francisco, CA
1/2023 to 5/2023

Product Designer (contract)

We augmented the PDE team at Plato.Systems to ship a first MVP product using data from their tagless activity tracking sensor and Machine Learning technology. Defined product roadmap and designed screen prototypes of product experiences. Gained insights from product demos to Innovation Leaders at major manufacturing companies.



Forge Global

San Francisco, CA
11/2020 to 12/2022

Lead Product Designer

Co-created Forge Intelligence, a first-of-kind product to monetize Private Market trade data; Designed dashboards, data visualizations, first-time user experience, and many other features; Collaborated with Data Analysts to emphasize data insights and interactivity in the application



Lead design of a combined Forge Markets web experience after merger

Hired a Design team with the CPO; Invented a design exercise, interviewed candidates, and onboarded new team VP, UX Director, and Sr. UX Designer roles; established team processes

Identified user needs with research, customer interviews and validation testing; Created clickable prototypes, journey maps, UI, interview scripts, and shared research insights

Evangelized cross-functional team use of Figma for collaboration, Jira for design project tracking, and improved design review process with Product and Engineering teams; Co-created a Design System, Figma component library, and guidelines for use across product surfaces

SharesPost

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

Lead Designer

Advised executive teams during merger on Design operations and visualizations of possible combined Marketplace user experiences



First Design hire; Documented and Streamlined processes collaborating with Business, Operations, Legal, Compliance, Product, and Engineering leadership

Reduced time to complete trades by creating a Profile system to collect client data for trading from legacy, paper-based processes; The new trading profile user experience increased trade activity by saving and managing client data, reducing trade friction and client pain points

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Facebook

Menlo Park, CA
4/2018 to 8/2018

Product Designer (contract)

Core App Monetization team; Designed brand safety and product features for advertisers on Ads Manager and Business Manager platforms using new and established design patterns; Unblocked teams on urgent projects

facebook

Yahoo!

Sunnyvale, CA
5/2016 to 8/2017

Senior User Experience Designer

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

Improved user workflows with new navigation and screen designs, eliminated client pain points; Designed wireframes and prototypes of new workflows, information architecture, and navigation

Interviewed internal and external clients at New York agencies, reported on research insights

YAHOO!

Additional work history available upon request

VISA

SONY

EBATES

SFO Museum

Cal

Ford

Education

B.F.A. Graphic Design

San Francisco, CA
12/2001

California College of the Arts

Emphasis on conceptual development, art history and design fundamentals; Extensive training in Layout, Typography, Brand; Hands-on experiments using photography, illustration, book forms, paint, print, 3-D objects, film, motion graphics, digital video

CCoA

Primo Angeli, Inc. Design Intern 9/1999 to 2/2000

B.S. Mechanical Engin

Ann Arbor, MI
6/1995

University of Michigan

Roush Technologies engineering intern; Performed hot weather instrumentation and engineering tests with Chrysler engineers on prototypes at Arizona test facility

M

Spanish Immersion

2016 & 2017

Spain, Portugal 9/2017 to 10/2017

Mexico, Guatemala 12/2015 to 3/2016

Backpack travel; Toured numerous cities and archeological, historical, cultural and artisanal sites; Six weeks Spanish language immersion courses at Instituto Cultural Oaxaca, Mexico

Things I Love

(in no particular order)

film, mountain biking, music, drum set, snowboarding, travel, scuba diving, nature, weird shit, sci-fi, good food, good friends, being a Dad, community, history, truth, justice, science, meditation, cats even more than dogs, owls

