

# BRIAN J SHERMAN

m: 415.666.0666 me@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  
Interaction Design  
User Interface Design  
High & Low-fidelity Mockups  
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

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## EXPERIENCE

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

Ads & Data Platform Team; Lead Design on 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

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

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

**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; Responsive, global website for marketing electronics products; Foresee Customer Satisfaction significant increases in Europe, Latin America and Brazil; Phased deployment in North America and Asia in 2015

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Agile Development, Business Analytics, UX, Marketing team collaboration to create content, envision future digital initiatives, and document key program functions

Information architecture, 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

## **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* Executive Producer, Graphic Design

Provided hands-on visual design and video production for more than 20 annual exhibitions viewed by 39 Million visitors to San Francisco International Airport

Managed website content, posting more than 20 annual exhibitions using HTML, CSS;  
Managed site re-design and transition to CMS; Trained curatorial staff in content creation, archiving, use of imagery, use of templates, use of CMS

Supplied start-to-finish project management; Assembled and oversaw teams including print vendors, professional photographers and super-graphics installations; Coordinated with airport security and facilities teams; Managed technical procedures in the busy airport environment; Documented and archived exhibitions

Maintained department equipment inventory; Gained status as the go-to person for technical issues and new technology purchases; Cameras, computers, printers, etc.

## **Canterbury Press** Berkeley, CA

*3/2001 to 8/2001* Customer Service Manager

Managed all customers from intake to delivery; Consulted with customers and technicians to provide the best services possible for high-resolution scanning and photo retouching, film output for offset printing, proofs, digital printing

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## **Clarity Information Design** San Francisco, CA

*8/2000 to present* Independent Designer

Demonstrating what "Design Thinking" and "User-Centered Design" actually mean; Clarifying problem definition; Balancing business priorities and user needs

Creating website content strategies, information architectures, user journey (flow) maps, wireframes, page layouts, user interactions, graphic assets, development team support

Designing logos, icon systems, posters, business and marketing materials

*Select clients:* Butler, Shine, Stern and Partners, IA Interior Architects, Leap Frog, Ebates, Santa Cruz Film Festival, Stone Yamashita Partners, Williams-Sonoma

## **Son Heavy Industries** San Francisco, CA

*2/2000 to 9/2000* Web Designer

Created logos, identities, icon systems, website layouts, website front-end and promotions; Hand-coded HTML and JavaScript, optimized web graphics

## **Graphic Design and Arts Education** San Francisco, CA

*9/1997 to 12/2001* Graduate studies at California College of the Arts

*9/1999 to 2/2000 (Intern)* Primo Angeli, Inc.

Art and design fundamentals; Concept, Layout, Typography, film and art history

Experimented with motion graphics, digital video, photography, book forms, illustration, materials and 3-D objects; Conceptual development emphasis

Brainstormed new product names, logos, and packaging concepts; Created production-ready design files; Maintained project archives; Researched graphic landscape for client projects

## **University of California** Berkeley, CA

*9/1997 to 9/1999* Administrative Assistant, Space Physics Research Group

Purchased equipment and materials to build and test satellite instruments; Edited research papers written by Physicists for publication in academic journals

## **Ford Motor Co.** Dearborn, MI

*7/1995 to 8/1997* Design & Development Engineer

*2/1996 to 8/1997* as Engineering Project Manager – Empowered engineers to correct systematic timing problems by achieving buy-in for project management tactics; Created detailed work plans and schedules for critical testing activities; Compiled information about federal and export requirements for ease of use; Developed tracking and reporting instruments

*7/1995 to 2/1996* as Design & Development Engineer – Performed engineering tests on prototype vehicles in desert locations and wind tunnel test facilities; Reported on performance against targets; Recommended design changes

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## EDUCATION

**B.F.A. Graphic Design** California College of the Arts, San Francisco, CA

**B.S. Mechanical Engineering** University of Michigan, Ann Arbor, MI