

# BRIAN J SHERMAN

---

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

## CONTRIBUTING... **Visual Communications, User Experience Design**

Expert visual communicator, formally educated as both graphic designer and mechanical engineer with hands-on experience in both design environments

Skillful project manager able to design, troubleshoot, or facilitate complex, creative work processes

Hands-on creative providing graphic design for concept sketches, editorial, process, user experience, web and print layout, data visualization, and installations

---

## TECHNICAL SKILLS

hand code: HTML5, CSS3, JavaScript using jQuery

power user: Photoshop, Fireworks, Illustrator, InDesign, MS Word, and Powerpoint

proficient: Acrobat, Dreamweaver, MS Office, Final Cut Pro, and AfterEffects, Tableau

well-versed: Mac OSX, Windows 7, iPhone, iPad, Android, WordPress CMS

knowledgeable: screen-printing, letterpress, offset printing, fine art photography,

bookmaking, model building, prototyping, fabrication and shop tools, digital video

---

## PROJECT EXPERIENCE

Consulted business owners and product managers to clarify problem definition, goals for successful outcome, minimum viable product, phased expansion of feature set

Facilitated group brainstorming that resulted in website identity, name and URL, gaming features metaphor; designed initial layout sketches and wireframes

Captured process flow diagrams for software user experience, created wireframes for features and functionality, visual layouts in Photoshop used by developers for production

Explored multiple website design layouts with client, managed selection and revision process, produced final website pages in HTML, CSS, JavaScript

---

## EXPERIENCE

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

*8/2000 to present* as independent Graphic Designer

Advised founders and PR/marketing/communications staff in global companies, small-to-medium business, and nonprofits on Web design and development, print design, branding, copy writing, art and photo usage, and effective messaging

Enhanced marketing and branding efforts by contributing design and project management expertise to teams of writers, editors, developers, and designers

Created website content strategies, information architectures, wireframes, page layouts and assets; maintained websites directly and with CMS; designed logos, icon systems, posters and a wide variety of printed work

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

### **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

# BRIAN J SHERMAN

---

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

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

Supplied start-to-finish project management: assembled and oversaw teams consisting of established and new vendors such as printers and professional photographers; coordinated with airport security and facilities teams; documented and archived exhibitions

Managed technical procedures from photography shoots to vinyl wall applications

Maintained the inventory of cameras, computers, and printers; made recommendations for new purchases, and gained status as the go-to person for technical issues

## **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 with Primo Angeli, Inc.

Researched imagery in use by clients' competitors, and graphic landscape for projects

Brainstormed new product names, logos, and packaging concepts; created production-ready design files; maintained project archives

Experimented with motion graphics, digital video, book forms, illustration, 3-D objects; emphasis on conceptual development

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

*7/1995 to 8/1997* 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; creating detailed work plans and schedules for critical testing activities; compiling information about federal and export requirements for ease of use; and developing tracking and reporting instruments

*7/1995 to 2/1996* as Design & Development Engineer: Performed engineering tests on prototype vehicles in desert conditions and wind tunnel test facilities, reported on performance against targets, and recommended design changes

---

### EDUCATION

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

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

---

### AWARDS

San Francisco Macromedia User's Forum First Place, Design, for [www.emotivedesign.com](http://www.emotivedesign.com), Flash motion-based website in 2001

---

### AFFILIATIONS

Member American Institute of Graphic Arts (AIGA)

Member Interaction Design Association (IXDA)