

Ryan Sherwood

Senior UI/UX

UI/UX Senior Designer

Cole-Parmer, Vernon Hills, IL

2017 INTERNET RETAILER EXCELLENCE AWARDS

B2B e-commerce websites design of the year finalist

Design, code, mock & mark up, maintain responsive sites, apply marketing initiatives, build marketing calendars and full site redesign for commerce & non-commerce responsive sites.

- ▶ Design, code (HTML & CSS) and coordinate content between multiple channels and ecommerce sites. Managed front end and content on Joomla, Insite CMS, .NET sites, with the additional Endeca driven content from Experience Manager. Maintain HP promotions, ads, content, and page enhancements in for multiple websites and languages. Built and maintained user experiences and interactions for PPC, email, co-op, and other multi-channel marketing campaigns.
- ▶ In-depth involvement with multiple responsive site redesigns, building a user-centric design with research, card sorts, wires, and managing business needs to create new sites & email designs, Q&A testing, html, SEO, dynamic Endeca content and static Insite CMS & console page creation and management.
- ▶ Increased quality visits, unique visits and decreasing bounce rates significantly with new design elements, maps and elements as well as tagged key site elements for analytics. Analyzed site for merchandising, marketing campaigns, and enhancement opportunities to improve revenue.
- ▶ Created and coordinated processes for email, dev, mobile, desktop and management to sync and support all efforts for better UI/UX. Built process to design and code pages simply for simple content and code updates.

Senior Creative Designer & Marketing Manager

Sears Holding Corporation, Sears Marketplace & mygofer.com, Hoffman Estates, IL

Direct & design corporate creative for print, digital, social, email, website and mobile projects for the world's largest integrated retailer. Manage and coordinate promo, email and UX creative assets on-site as well as off-line campaigns, at the national level. Maintained brand standards across all projects. Manage the mygofer workloads of designers as well as promo meetings & projects between marketing, DACs, FEDs, merchants and design teams.

- ▶ Design interface of three releases of native & mobile web mygofer mobile application and reduced cost of development by 50% as result of html5 and overhaul of UI. Assisted in foundation for Shop Your Way Local app.
- ▶ Manage web marketing plans and web, print & email projects across multiple channels as well as business units, on time and within budget.
- ▶ Manage site enhancements, report on site promotions and track metrics of mygofer.com to improve user experience & increase sales.
- ▶ Responsible for managing homepage & vertical page promotions, design and loading.

Senior Graphic Designer / Video Director, Editor, Designer & Filming

MAT Holdings, Long Grove, IL

Lead, manage, quality control & design corporate print, digital, web and video marketing communications that augmented sales for a variety of the world's largest retailers. Project management of full design & product launches from concept through over-seas production phases to deliver on time and within budget.

- ▶ Built video department. Direct, script, film, design, produce, shot on location and edit sales and instructional videos.
- ▶ Project and design manage multi-million dollar marketing campaigns from concept through international production.
- ▶ Lead designer responsible in integrating graphics, brands and designs in acquisitions of Pramac America and Sanborn Manufacturing.
- ▶ Migrated, reorganized & redesigned massive graphics inventories, brand redevelopment and launch of new product line and sales initiatives.
- ▶ Lead design role in all phases of new and existing product design - including consumer packaging, marketing materials, decals, catalogs, photography, user manuals, translations, signage and all other deliverables critical to production.
- ▶ Lead, developed & designed multiple new internal and external product brand and packaging launches and redesigns from concept to completion.
- ▶ Marketing copywriter and brochure & catalog designer, including ad layouts.



Website
www.ryansherwood.com/graphicsportfolio.html



www.linkedin.com/in/ryansherwood



Mobile
(224) 622-9802



Email
rynsherwood@yahoo.com

Skills

- ▶ Lead design, marketing, HTML, CSS. Manage creative teams and freelance talent. Manage, create & maintain front end responsive & mobile ecommerce sites.
- ▶ Manage, coordinate & design multi-channel initiatives for a wide variety of creative campaigns and ecommerce sites.
- ▶ Expert in UI/UX, web, email, video, mobile, print corporate, retail, marketing, trade show design & direction.
- ▶ Design interfaces & co-create native app & mobile web platforms. Responsive website redesign
- ▶ Development of marketing strategies and roadmaps for across multiple sites/brands & all medias.
- ▶ Pro-active management of external vendors/partners & large internal BU relationships.
- ▶ Brand identity creation, management & redesign.
- ▶ Published author and award winning book cover, website & video designer.

Tech & Software

- ▶ Expert experience with Adobe Creative Suite: Photoshop, Dreamweaver, Illustrator, Premiere, InDesign, Acrobat Pro as well as QuarkXPress in a Mac & PC Environment.
- ▶ Expert experience in HTML, CSS, MS Office, Oracle Experience Manager, Insite CMS & Console, InRiver, Visual Studio, Google Analytics & Omniture.
- ▶ Expert in web, video, digital & print file management, direction and production.
- ▶ Expertise in shooting with SLR digital cameras and HDV camcorders.

9/13 to now

7/11 to 9/13

7/07 to 7/11

con't

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con't

2006

Lead Graphic Designer *Foresight Int., Lake Zurich, IL*

Created and managed all marketing materials and all surveys produced internationally.

- ▶ Led design for all print and digital marketing products and materials.
- ▶ Created email marketing, brochures, business cards and tradeshow materials.
- ▶ Designed massive print & digital surveys produced in as many as 24 languages.

2004-2005

Graphic Designer / Video Editor & Director *Class on Demand, Hoffman Estates, IL*

Graphic designed for web, video & print as well as video edited & directed tutorials & educational videos.

- ▶ Designed and led DVD preproduction, scripting, direct filming and provided post production editing to create professional DVD tutorials on creative software as well as medical instructional videos and gala events.
- ▶ Created packaging, catalogs, videos, web pages, merchandising displays, corporate logos and a wide range of commercial marketing materials.
- ▶ Wrote copy, designed handbills, created mock-ups and shot digital photography and video for products.



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Sites

- ▶ www.coleparmer.com
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- ▶ www.innocalsolutions.com
- ▶ www.masterflex.com
- ▶ www.davis.com
- ▶ www.mygofer.com
- ▶ www.searscommerceservices.com

Education

- ▶ BA in Graphic Design/Creative Writing, Columbia College Chicago.