

Ryan Sherwood

UX Senior Designer & Manager

UX & Web Senior Designer **2017 INTERNET RETAILER EXCELLENCE AWARDS** *Cole-Parmer, Vernon Hills, IL* *B2B e-commerce websites design of the year finalist*

Research, market, design, code, and maintain responsive sites, implement marketing initiatives, and full site redesigns for multiple commerce & non-commerce responsive sites.

- ▶ Design, code (HTML & CSS) and coordinate content & promotions in multiple channels and ecommerce sites. Managed front end and content on Joomla, Insite CMS & console, .NET sites, and Endeca driven content from Experience Manager. Built and maintained user experiences for PPC, email, co-op, and other multi-channel marketing campaigns.
- ▶ Market, design, and maintain site-wide promotions and page enhancements across no fewer than 7 websites and 3 languages.
- ▶ In-depth involvement with multiple responsive site redesigns. Built user-centric designs with research, card sorts, wires, and managing business and stakeholder needs. Also responsible for new sites: email designs, Q&A testing, html, SEO, dynamic and static Insite content and page creation and management.
- ▶ Increased quality visits, unique visits, and decreasing bounce rates significantly with new design elements and analytics. Analyzed site for merchandising, marketing campaigns, and enhancement opportunities to improve revenue and optimize efforts.

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, 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.

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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.

- ▶ Design and led DVD preproduction, scripting, direct filming, and provided 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.



Website
[www.ryansherwood.com/
graphicsportfolio.html](http://www.ryansherwood.com/graphicsportfolio.html)



[www.linkedin.com/in/
ryansherwood](http://www.linkedin.com/in/ryansherwood)



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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.