

Ryan Sherwood

rynsherwood@yahoo.com | 224.622.9802 | McHenry, IL | [linkedin.com/in/ryansherwood/](https://www.linkedin.com/in/ryansherwood/)

UI/UX Lead | UX Manager

Career Summary

Dynamic UI/UX Leader with expertise in strategy development, design management, and full-cycle project execution for enterprise-level e-commerce platforms. Proven ability to lead cross-functional teams, mentor junior designers, and deliver user-centric solutions that align business goals with design initiatives. Adept at leveraging user-centered design principles, quantitative and qualitative research insights and innovative design practices to drive revenue growth, optimize user experiences, and enhance brand performance across global markets.

Skills & Expertise

- UI/UX Strategy Development
- Design Team Management
- Cross-Functional Team Leadership
- Mentor Junior Designers
- Full Website Redesign
- UI/UX Design
- Strategic Road Mapping
- Business Goals & Design Initiatives Alignment
- Wireframing & Prototyping
- Usability Testing Leadership
- Data-Driven Design Decisions
- Published Novelist

Career Highlights

Leadership in UI/UX Strategy & Design Management: Directed and managed all UI/UX tasks, created roadmaps, strategies, and team outputs for Antylia Scientific's seven e-commerce websites. Championed user-centered design principles and advanced adoption of UX standards across teams.

End-to-End Project Execution: Led full-cycle processes for high-profile revenue impacting projects to a 40% improvement on click through, helped drive revenue increase for the domestic site from \$38M to \$71M in 5 years, built experiences providing \$847,000+ sales boost from promotional strategies and a 50% increase in SEO impressions.

Cross-Functional Collaboration & Team Mentorship: Collaborated with VPs of Marketing, Global Operations, and IT, hired and mentored junior designers, and coordinated with stakeholders' company-wide to align business goals with design initiatives and deliver impactful results.

Site Redesign & Replatforming Excellence: Spearheaded the replatforming of Cole-Parmer's search and CMS e-commerce platform to Bloomreach, as well as full site redesign and replatforming that was recognized as a finalist for Internet Retailer's 2017 B2B E-Commerce Website Design of the Year. Guided numerous brands acquisitions that I successfully incorporated into a main family of brands on the web.

Professional Experience

Antylia Scientific – [coleparmer.com](https://www.coleparmer.com), UX Lead/Manager, Vernon Hills, IL. Sept 2013 - present

Managed all UX tasks - site experience, project road mapping, redesigns, rebranding, site merchandising, promotion codes, and content of 7 unique ecommerce websites in 4 languages. Assigned and managed UX designer's workloads. Responsible for all UX team output and relationships, coordinating with digital marketing, product managers, customer service, leadership, sales, and web developer teams to launch new sites and reimagined features, designs, campaigns, projects to align on web goals.

- Responsible for all UI/UX tasks and projects. Led site re-platforming with AI powered search & facets, and CMS for [Cole-Pamer.com](https://www.Cole-Pamer.com) in 2023-24. Heavily involved in complete site redesign & re-platforming in 2016-17 of all Cole-Parmer ecommerce websites in English, Chinese, German, & French languages into a fully responsive site that was finalist for Internet Retailer's 2017 B2B E-Commerce Website Design of the Year. Guided launch of the redesign of [environmentalexpress.com](https://www.environmentalexpress.com) and [traceable.com](https://www.traceable.com).
- Led all web efforts for multiple rebrands, onboarding of new on-site services that resulted in 150k a year in sales at launch, and led web efforts in reintroducing top selling peristaltic products for \$4m+ in sales.
- Established and led site search & merchandising. Implemented SEO page enhancements that increased impressions 50%. Shaped and created site programs and promotions: an AOV improvement promotion that resulted in \$847,000+

in total sales from May 2023 to February 2024, and a reactivation promotion that engaged dormant user accounts to generate new revenue.

- Wrote and improved SOPs and strategies for online and offline processes such as services, user self-service, quoting, discontinued products, and other key marketing, technical, product campaign processes.
- Built user-centric designs using research, wires, user pathways, hi-fi mock-ups, and designed new site features for stakeholders. Launched email template designs, designed dynamic and static pages, conducted user testing sessions, wrote html, CSS, SEO, and created text and image content for dynamic and static pages. Responsible for coordinating publishing content across all coleparmer.com sites and languages as well as launched the coleparmer.fr front end channel myself.

Sears Holdings, mygofer.com, Sears Marketplace | Senior Web Visual & Mobile Designer, Email Manager | Hoffman Estates, IL. July 2011- Sept 2013

Directed & designed 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.

- Designed 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.
- Responsible for managing and implementing mygofer.com weekly homepage changes, promotions, site ads, as well as email calendars, designs, and campaigns, in addition to all other site enhancements.
- Managed part-time designer for emails, ads/heroes, and interactive holiday landing pages.
- Designed and managed print & email projects across multiple channels as well as business units on time and within budget.
- Reported on site promotions and tracked metrics of mygofer.com to improve user experience & increase sales.

MAT HOLDINGS | Senior Graphic/Video Designer, Editor, Filming | Long Grove, IL. July 2007 – July 2011

Led, 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.
- Led 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.
- Led, developed, and designed multiple new internal and external product brand and packaging launches and redesigns from concept to completion.

Technical Competencies

- Thorough knowledge of contemporary CMS, AI guided search and merchandising, web environments, design and web troubleshooting, SEO, user experience best practices, research methodologies, site taxonomy, as well as working with paid search and 3rd-party marketplaces.
- Strong UX and visual design skills, procedure development, heuristic evaluation, marketing, and promotion.
- Figma, Adobe XD, Dreamweaver, Photoshop, Illustrator, CMS tools, Visio, Visual Studio, GitHub, HTML & CSS.

Education

- Bachelor of Arts (BA), Columbia College Chicago, Chicago, IL. Majored in Graphic Design/Creative Writing.
- Associates of Science, McHenry County College, Crystal Lake, IL.