

Ryan Sherwood

UI/UX Digital Experience Manager | UI/UX Lead

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ryan-sherwood.com/ryan-sherwoods-portfolio

Skills Summary

Dynamic Leader with proven ability to lead strategy development and design management for enterprise-level e-commerce platforms across global markets to drive revenue growth and optimize user experiences.

- UI/UX Strategy Development
- Design Team, Website, & PIM Management
- Cross-Functional Team Leadership
- Mentor Designers
- Full Website Redesign & Replatforming
- Strategic Road Mapping
- Wireframing & Prototyping
- Usability Testing Leadership
- AI integration
- Data-Driven Design
- Published Novelist
- Marketing & Merchandising

Career Highlights

Growth Driven Results: \$4+ million in sales reintroducing top-selling peristaltic products on site. Led projects to grow cart size 25% with IDP enhancements. Improved click rate 40%. Grew web revenue increases 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.

Strategy, Design Management, & Leadership: of UI/UX tasks, search & merch initiatives, created roadmaps, requirements, strategies, and team outputs for seven e-commerce websites. Championed user-centered design principles and advanced adoption of UX standards across teams.

Company-Wide Collaboration: with VPs of Marketing, Global Operations, IT, Analytics, Finance, and Customer Service. Hired and mentored designers. Directed PIM taxonomy initiatives. Directed agencies and vendors and coordinated with stakeholders' to align business goals with design initiatives to deliver impactful growth.

Site Redesign & Replatforming: to an AI-driven search & merchandising CMS e-commerce platform, as well as full site redesign recognized as a finalist for Internet Retailer's 2017 B2B E-Commerce Website Design of the Year. Guided numerous rebrands and brands acquisitions as well as site sunsets and absorptions.

Professional Experience

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

Managed all UX projects - site experience, project road mapping, redesigns, rebranding, site merchandising, promotion codes, and content of 7 ecommerce websites in 4 languages. Assigned and managed all UX designer workloads. Responsible for all UX team output and relationships, coordinated 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 for revenue growth.

- **Led UI/UX, search & merchandising, road-mapping, and site task planning.** Led site re-platforming with AI powered search & facets, and CMS for [Cole-Pamer.com](https://www.cole-parmer.com) in 2023-24. Heavily involved in complete site redesign & re-platforming in 2016-17 of all Cole-Parmer ecommerce websites in multiple 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).
- **Established and led AI-driven dynamic merchandising, IDP widgets, & site search.** Implemented and led AI-driven facets, algorithm-driven item page designs, and site search typeahead enhancements.
- **Executed onboarding** vendor services resulted in 150k a year in sales at launch, facilitated multiple rebrands, and directed site efforts in reintroducing top-selling peristaltic products for \$4m+ in sales and growing.
- **Measurable site improvements** leverage Google Analytics, Qlik, Bloomreach, and Glassbox to incorporate user habits and data. 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 implemented site SOPs and strategies** for online and offline processes such as services, user self-service and reducing customer calls, 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, ran A/B tests, 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

July 2011- Sept 2013
 Hoffman Estates, IL

Directed & designed corporate creative for print, digital, social, email, website, and mobile projects for one of the world's largest integrated retailer.

- **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.
- **Managed and implemented** mygofer.com weekly homepage changes, promotions, site ads, as well as email calendars, designs, and campaigns, as well as promo meetings & projects between marketing, DACs, FEDs, merchants, and design teams.
- **Lead** part-time designer for emails & print, ads/heroes, and interactive holiday landing pages, promos, email and UX creative assets on-site as well as off-line campaigns at the national level.
- **Reported** on site promotions and tracked metrics of mygofer.com to improve user experience & increase sales.

MAT HOLDINGS, Long Grove, IL, Senior Graphic/Video Designer, Editor, Filming

July 2007 – July 2011

Led, manage, quality control & design corporate print, digital, web and video marketing communications to grow sales for a variety of the world's largest retailers. Designed and managed product launches from concept through over-seas production and delivered on time and within budget.

- **Built video department.** Direct, script, film, design, produce, shot on location, and edit sales and instructional videos.
- **Project & 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 Skills

- Thorough knowledge of CMS, PIM, AI guided search and merchandising, web environments, design and web troubleshooting, SEO, user experience best practices, research methodologies, site taxonomy, Google Analytics and Qlik, as well as working with paid search and 3rd-party marketplaces.
- 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.