

Ryan Sherwood

Lead UX Designer | UX Manager | E-Commerce Experience Strategist

rynsherwood@yahoo.com • 224.622.9802 • McHenry, IL • [linkedin.com/in/ryansherwood](https://www.linkedin.com/in/ryansherwood) • ryan-sherwood.com/portfolio

PROFESSIONAL SUMMARY

Lead UX Designer and team manager with 12+ years driving measurable e-commerce growth through user-centered design, AI-powered platform strategy, and cross-functional leadership. Grew web revenue from \$38M to \$71M over five years at a single B2B e-commerce company. Proven track record leading full-site redesigns, replatforming initiatives, and AI-driven search and merchandising systems across 7 multilingual websites. Skilled at translating complex business and user needs into scalable digital experiences — from discovery and wireframes through stakeholder alignment and launch.

CAREER HIGHLIGHTS

- Grew domestic web revenue from \$38M to \$71M over five years through UX-led redesign, merchandising strategy, and AI-driven site enhancements.
- Generated \$847K+ in incremental sales via a targeted AOV-improvement promotion (May 2023–Feb 2024); reactivated dormant user accounts to produce new revenue.
- Led complete e-commerce replatform and redesign — finalist for Internet Retailer's 2017 B2B E-Commerce Website Design of the Year.
- Increased SEO impressions by 50% through structured UX and content page enhancements.
- Improved click-through rate 40% and grew cart size 25% via IDP widget redesign and AI-driven search/facet enhancements.
- Reintroduced top-selling peristaltic product line through UX-led site strategy, generating \$4M+ in sales.
- Onboarded vendor with growth of \$150K/year at launch by executing a streamlined onboarding UX flow.

PROFESSIONAL EXPERIENCE

Lead UX Designer & Manager | Antylia Scientific (Cole-Parmer) | Vernon Hills, IL *Sept 2013 – Present*

Lead all UX design strategy, team management, and end-to-end site experience across 7 B2B e-commerce websites in 4 languages. Collaborate daily with VPs of Marketing, Product, IT, Analytics, and Customer Service to align design initiatives with business revenue goals.

- **UX Strategy & Replatforming:** Led AI-powered replatform of coleparmer.com (2023–24):
- Directed UX strategy for AI-driven faceted search, algorithm-powered item page designs, and typeahead enhancements that increased click-through rate by 40%.
- Led full site redesign and replatform of all Cole-Parmer e-commerce sites (2016–17) into a fully responsive experience — named finalist for Internet Retailer's 2017 B2B E-Commerce Website Design of the Year.
- **Team Leadership & Mentorship:** Managed all UX designer workloads, project roadmaps, and team output; mentored designers and set design quality standards across the organization.
- **User Research & Data-Driven Design:** Built and ran usability testing sessions, A/B tests, and user research programs; used Google Analytics, Qlik, Glassbox, and Bloomreach to identify friction points and inform design decisions.
- Embedded with Customer Service to translate real user pain points into UX improvements, reducing inbound support calls through improved self-service flows.
- **Design Execution:** Designed wireframes, user flows, high-fidelity mockups, and interactive prototypes for new site features; wrote HTML/CSS and SEO-optimized content for dynamic and static pages.
- Produced and launched all UX assets for coleparmer.fr frontend channel independently.
- **Process & Documentation:** Wrote and implemented site SOPs covering services, quoting, discontinued products, and user self-service processes — reducing operational friction and customer calls.
- Directed PIM taxonomy initiatives and coordinated content publishing across all sites and languages.

Senior Web & Mobile UX Designer, Email Manager | Sears Holdings — mygofer.com & Sears Marketplace | Hoffman Estates, IL *July 2011 – Sept 2013*

- Designed three releases of the native and mobile web mygofer app UI; reduced development costs 50% through HTML5 architecture overhaul.
- Managed weekly homepage updates, promotions, email calendars, and campaigns; coordinated across marketing, FEDs, merchants, and design teams.

- Led part-time designer for national holiday campaigns — emails, print, interactive landing pages, and UX assets at scale.

Senior Graphic & Video Designer | MAT Holdings | Long Grove, IL

July 2007 – July 2011

- Built and led the company's video department — directed, scripted, filmed, and edited sales and instructional content.
- Managed multi-million dollar marketing campaigns from concept through international production, on time and on budget.
- Led designer for brand and packaging integration during acquisitions of Pramac America and Sanborn Manufacturing.

TECHNICAL SKILLS

Design & Prototyping: Figma, Adobe XD, Photoshop, Illustrator, Dreamweaver, Visio

UX Methods: User research, usability testing, A/B testing, wireframing, journey mapping, information architecture, design systems

AI & Search: AI-driven search & merchandising (Bloomreach), algorithm-based faceted navigation, typeahead UX, AI-powered CMS

Analytics & Data: Google Analytics, Qlik, Glassbox, heatmapping, behavioral data analysis

Development: HTML, CSS, GitHub, Visual Studio, SEO best practices

Platforms & Tools: CMS platforms, PIM systems, 3rd-party marketplaces, paid search environments

Leadership: Design team management, mentoring, cross-functional collaboration, roadmapping, stakeholder communication

EDUCATION

Bachelor of Arts, Graphic Design / Creative Writing — Columbia College Chicago, Chicago, IL

Associate of Science — McHenry County College, Crystal Lake, IL