

# Ryan Sherwood

Director of Digital Experience | Web and Creative Strategy | B2B & B2C E-Commerce

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## PROFESSIONAL SUMMARY

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Digital experience leader with 15+ years owning web strategy, creative direction, AI-powered merchandising, and end-to-end site experience for complex B2B & B2C e-commerce platforms. Serves as primary point of contact for all front-end site work, CMS governance, and digital experience decisions across multilingual global properties. Proven track record translating business goals into scalable digital strategies that drive measurable revenue growth. Skilled at leading cross-functional teams, directing designers, managing platform and technology decisions, and aligning site experience with brand, marketing, and sales objectives.

## CAREER HIGHLIGHTS

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- 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 to 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

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**Digital Experience & Strategy Lead** | Antylia Scientific (Cole-Parmer) | Vernon Hills, IL *Sept 2013 to Present*

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Primary point of contact for all front-end site work, web strategy, and digital experience decisions across 7 B2B e-commerce websites in 4 languages. Own CMS governance across Bloomreach and Insite, PIM administration, AI driven search and merchandising configuration, and creative direction for all site initiatives. Collaborate daily with VPs of Marketing, Product, IT, Analytics, and Customer Service to align digital experience with business revenue goals.

- **Site Ownership and Web Strategy:** Serve as the primary site owner and point of contact for all front-end web questions, requests, and strategic decisions across the organization.
- Own and manage website strategy, homepage experience, category architecture, mega menu, collections, shop-by, and brand and industry page structures.
- Plan and execute larger site initiatives: research ideas, write requirements, lead project kickoffs, and serve as lead point of contact with the development team while delegating and developing the junior designer.
- **CMS and Platform Governance (Bloomreach and Insite):** Lead on all CMS boost-and-bury search and merchandising for search and category results as well as key PIM content as well as all static page design and content population. Wrote the category creation process documentation adopted by the team.
- Configure and manage AI driven widget suite in Bloomreach: Buy It Together Bundler, Customers Also Bought, Compare with Similar Items, and other recommendation widgets across all product and category pages.
- Own Insite CMS for all static pages under the mega menu Services and Product Support sections, footer pages, dropzones, collections, events, press releases, and ad hoc landing pages; manage promo codes, translations, and other console-level text content.
- **Planning, Calendars, and Cross-Team Coordination:** Lead backlog review with development team; coordinate work tied to releases and testing sessions; field UX questions during release testing.
- Own and manage homepage content calendar introduced with the homepage redesign; coordinate with Marketing on promotional cadence, crossout promotions, and campaign alignment with email and social planning.
- **Creative Direction and Team Leadership:** Direct and guide graphic, FED, and UX designer's tasks and development to expand creative content and individuals cross-functional influence.
- Managed designer's workloads, project roadmaps, and team output, mentoring designers and set design quality standards across the organization.

- **UX Strategy and Replatforming:** Led AI-powered replatform of coleparmer.com (2023 to 2024): directed UX strategy for AI driven faceted search, algorithm-powered item page designs, and typeahead enhancements that increased click-through rate 40%.
- Led full site redesign and replatform of all Cole-Parmer e-commerce sites (2016 to 2017) into a fully responsive experience, named finalist for Internet Retailer's 2017 B2B E-Commerce Website Design of the Year.
- **Analytics and Research:** Built and ran usability testing sessions, A/B tests, and user research programs; reviewed Google Analytics, Qlik, Glassbox, and Bloomreach analytics to monitor user behavior, 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.
- Wrote and implemented site SOPs covering services, quoting, discontinued products, and user self-service processes, reducing operational friction and customer calls.

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

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- 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 and Video Designer** | MAT Holdings | Long Grove, IL July 2007 to July 2011

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- 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 design role in all phases of brand and packaging and product design - including consumer packaging, marketing materials, decals, catalogs, photography, user manuals, translations, signage and all other deliverables critical to production.

## TECHNICAL SKILLS

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**CMS and Platforms:** Bloomreach (search, merchandising, AI widgets, categories, homepage, mega menu), Insite CMS (static pages, dropzones, console), PIM (brand pages, categories, articles, images)

**Search and Merchandising:** AI-driven faceted search, boost and bury rules, search redirects, synonyms, exclude rules, results rankings, typeahead UX, AI recommendation widgets

**Design and Prototyping:** Figma, Adobe XD, Photoshop, Illustrator, Dreamweaver, Visio

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

**Analytics and Data:** Google Analytics, Qlik, Glassbox, heatmapping, behavioral data analysis, Bloomreach analytics

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

**Leadership:** Creative direction, designer mentorship, cross-functional collaboration, roadmapping, requirements writing, stakeholder communication, project kickoffs

## EDUCATION

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**Bachelor of Arts, Graphic Design and Creative Writing** | Columbia College Chicago, Chicago, IL

**Associate of Science** | McHenry County College, Crystal Lake, IL