

Ryan Sherwood

Design Manager | Creative Leadership, Brand Consistency & Cross-Functional Design Strategy

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PROFESSIONAL SUMMARY

Creative leader with 15+ years directing brand-consistent design across digital, web, email, print, and campaign channels for complex e-commerce brands. Leads creative initiatives from concept to completion, balancing high-priority requests with day-to-day project flow, and champions design system standards, quality checkpoints, and process documentation that keep creative output consistent at scale. Mentors and coaches designers through direct, constructive feedback and hands-on project ownership, builds cross-functional stakeholder relationships that keep design integrity intact under business pressure, and has direct experience integrating AI tools into creative and content workflows to help output scale with business growth.

ACCOMPLISHMENT HIGHLIGHTS

- **Managed designer workloads and mentored the team**, developing skill and design judgment with project and problem root understanding as well as conveying consequences along with encouragement builds a rapport that makes feedback improve with every project.
- **\$847K+ in initial revenue** from a brand awareness campaign combining landing pages, email, and cross-sell creative from concept through completion, owned end to end.
- **Wrote the category creation process documentation** adopted organization-wide, establishing repeatable templates and workflow standards still in use today.
- **50% increase in SEO impressions** through structured design and content architecture, applying foundational design and layout principles at scale across seven properties.
- **400%+ growth in cross-sell engagement** from AI-assisted creative and merchandising widgets, streamlining workflows so creative output could scale with business growth.
- **Internet Retailer B2B Design of the Year finalist (2017)**, recognized for a full brand and UX redesign delivered without revenue disruption during transition.

PROFESSIONAL EXPERIENCE

Creative Design Lead | Antylia Scientific (Cole-Parmer) | Vernon Hills, IL

Sept 2013 – Present

Provided primary guidance on creative and design, search and merchandising, and website strategy across seven e-commerce properties in four languages. Lead brand-consistent design work from concept to completion while balancing standing project work with high-priority requests as business needs shift.

- **Creative Leadership & Project Delivery:** Lead concept development and execution for brand campaigns, product launches, and marketing initiatives across digital, email, web, and print. Guide and assist on high-priority requests while carrying regular workloads across the finish line.
- **Quality, Standards & Process:** Reviewed and directed design quality across all site pages, wrote the site section and initiatives process documentation that were adopted organization-wide, along with SOPs, requirements, templates, and workflow standards.
- **Team Coaching & Development:** Managed designer workloads and mentored graphic, front-end, and UX designers through direct, constructive feedback, developing their skills, judgment, and confidence in presenting design decisions.
- **Cross-Functional Collaboration:** Act as the design and UX advocate in daily conversations with VPs of Marketing, Product, IT, Analytics, and Customer Service, balancing creative integrity with business goals; write requirements and lead project kickoffs that align stakeholders on scope before work begins.
- **Concept Development & Execution:** Led the full brand and UX redesign and replatform of all Cole-Parmer e-commerce sites, named finalist for Internet Retailer's B2B E-Commerce Website Design of the Year.
- **AI-Driven Workflow Efficiency:** Streamlined creative and merchandising workflows through AI tool implementation (Bloomreach AI widgets, structured content and search architecture), helping creative output scale alongside business growth.
- **Brand Consistency:** Designed and maintained brand consistency across performance assets, email, landing pages, digital assets, and print collateral, developing creative assets aligned to established design system standards.

Senior Web & Mobile UX Designer, Email Manager | Sears Holdings, mygofer.com and Sears Marketplace | Hoffman Estates, IL

July 2011 – Sept 2013

- Led creative concept development and production for national holiday campaigns, delivering email, print, interactive landing pages, and digital asset packages on tight, shifting deadlines.
- Managed weekly homepage and email content calendars, adapting creative cadence week to week to match promotional and business priorities.
- Coached and directed a part-time designer on national campaign creative, building their ownership of assets delivered at scale.

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

July 2007 – July 2011

- Built and led the company's video department, applying foundational design and concept development principles to sales and instructional content across training and marketing channels.
- Managed multi-million dollar marketing campaigns from concept through international production, on time and on budget.
- Led brand, packaging, and product design standards across consumer packaging, marketing materials, catalogs, and signage keeping design consistency across every medium.

SKILLS

Design Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Adobe XD, Dreamweaver, Visio.

Design Practice: Typography, layout, concept development, brand systems, design standards, creative quality assurance and critique.

Leadership & Coaching: Mentoring and developing designers, direct constructive feedback, project ownership, cross-functional stakeholder management.

Process: Documentation, templates, workflow design, SOPs, quality checkpoints.

Marketing & Brand: Campaign concept development, brand awareness campaigns, corporate branding consistency, multi-channel adaptation (digital, web, email, print).

AI & Emerging Tools: AI-assisted creative and merchandising workflows, structured content for AI/LLM discoverability.

EDUCATION

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

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