Ryan Sherwood

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Digital Experience Lead | UX Strategy, ecommerce & Team Leadership

CAREER SUMMARY

Digital experience leader implementing the latest technologies and best practices for international enterprise B2B and B2C ecommerce websites worth $62 million in web sales in 2025.

Own end-to-end site strategy, content, and optimization. Leads stakeholders and colleagues through influence as well as leads designers and FEDs workloads.

KEY ACCOMPLISHMENTS

- Lifted click-thru 40% and grew cart size 25% with an item page redesign
- Drove 400%+ add-to-cart growth with personalized merchandising widgets
- Grew SEO impressions 50% by restructuring content around customer questions
- Led a entire partial site replatform with zero revenue lost and heavily involved in a full site redesign
- Generated $847K+ in initial revenue from a calibration service launch

SKILLS

Bloomreach CMS • Insite CMS • PIM • SEO • A/B Testing • Personalization • Merchandising • Google Analytics (GA4) • Qlik • Glassbox • Figma • Adobe Creative Cloud • HTML/CSS • Team Management • Design Direction • Mentoring • Wireframing • Prototyping • Design Systems

PROFESSIONAL EXPERIENCE

Antylia Scientific (Cole-Parmer), Vernon Hills, IL Sept 2013 to Present

UX Design Lead & Site Manager

Digital experience leader for all frontend websites with $62+ million in web sales. Owns website strategy and daily operations for 7 B2B e-commerce sites in 4 languages, as well as design leadership of UX and FED designers and agency direction.

- Grew web revenue from $38M to $71M over five years through solving customer pain points, product marketing, and UX-led merchandising and optimization efforts.
- Increased click-through 40% and cart size 25% by redesigning the item page around how buyers shop and fitting cross and upsells.
- Drove 400%+ add-to-cart growth with personalized product widgets (Buy It Together, Customers Also Bought, Compare).

- Oversaw responsive redesign with zero revenue lost and all full site redesign resulting in 15% revenue growth.
- Grew SEO impressions 50% restructuring content around customer queries and needs.
- Lead design's workload and pipeline for 3+ years of monthly launches and managed a designer's projects and development for 2+ years.
- Run search and merchandising in Bloomreach: search, boost-and-bury, synonyms, redirects, typeahead.
- Report revenue and other KPIs using GA4, Qlik, Glassbox, and Bloomreach to keep customer's experiences and revenue improving.

Sears Holdings (mygofer.com, Sears Marketplace), Hoffman Estates, IL July 2011 – Sept 2013
Senior Web and Mobile UX Designer, Email Manager
One of the largest retailers historically with $36 billion in sales with over 249,000 employees at the time.

- Designed three releases of the native and mobile web app and cut development costs 50% with an HTML overhaul.
- Ran weekly homepage updates, promotions, and email campaigns with marketing and merchandising teams.
- Directed 2 part-time designers on national holiday campaigns and ad creative.

MAT Holdings, Long Grove, IL July 2007 – July 2011
Senior Graphic and Video Designer
Roughly $2.7 billion in global sales across diverse automotive and consumer businesses with over 13,000 employees across 40 factories on three continents.

- Led brand, packaging, and product design: consumer packaging, catalogs, manuals, and signage.
- Built the company video department: directed, scripted, filmed, and edited sales content.
- Handled prepress and print production including handoffs to printers, created die-line packaging and artwork, directed product photo and video shoots.

EDUCATION

Bachelor of Arts, Graphic Design and Creative Writing | Columbia College Chicago, Chicago, IL
Associate of Science | McHenry County College, Crystal Lake, IL