

Deborah Sherwin

deborahsherwin@gmail.com | 314.814.3192

Experience

WaterSmart Software Director of Design
SAN FRANCISCO, CA • AUGUST 2017–PRESENT

Building tools that empower water utility staff to make decisions and communicate effectively with their customers. Leading a cross-functional initiative to transform the customer onboarding experience. Facilitating design reviews, conducting customer interviews, contributing interaction design, managing a UX backlog and a second designer.

WaterSmart Software Lead Designer
SAN FRANCISCO, CA • NOVEMBER 2014–AUGUST 2017

Played a strategic role within the Product team to extend the WaterSmart platform's messaging and alerting capabilities, create product content, and adhere to best practices in UX design and behavioral science. Lead cross-departmental collaboration to cultivate WaterSmart's brand across B2B and B2C touchpoints.

WaterSmart Software Visual Designer
SAN FRANCISCO, CA • OCTOBER 2013–FEBRUARY 2015

First design hire at a start-up focused on customer engagement and data analytics for water utilities. Worked as a generalist across the company, contributing UI and print design and establishing processes in product, marketing, QA and operations. Collaborated with product managers to prototype, test, spec and ship new features, including a major relaunch of the Analytics Dashboard with a focus on usability and scalability. Recruited and managed interns.

Kym Abrams Design Designer/Brand Storyteller
CHICAGO, IL • SEPTEMBER 2007–SEPTEMBER 2013

Developed publications, identities, strategic messaging, websites and branded campaigns for clients in education, healthcare, the arts and social justice. Managed projects from concept to completion.

Trillium Creative Graphic Design Intern
CHICAGO, IL • JULY 2007–SEPTEMBER 2007

50,000 feet Graphic Design Intern
CHICAGO, IL • MAY–AUGUST 2006

Skills

I build with InDesign, InVision, Sketch, Illustrator, Photoshop, Acrobat, PowerPoint, HTML, CSS, spreadsheets, information design, art direction and content strategy.

I collaborate using Agile sprints, requirements writing, design reviews and project management.

I learn through ethnography, user interviews, usability testing, prototyping and data analysis.

Recognition

Graphis 100 Best Annual Reports
2011, 2012, 2013

Graphis Design Annual
2011

STA Archive
2007, 2010

Adobe Muse Site of the Day
NOVEMBER 28, 2012

AIGA Snapshot
2008–2012

Bright Ideas in Graphic Design
2011 • BY D. CARTER

AIGA 12 Show
MAD ART GALLERY • ST. LOUIS, MO • APRIL 6–11 2007

Graphic Design Portfolio Strategies for Print and Digital Media
2009 • BY H. LINTON, R. ROWE AND G. WILL

Community

LX Conference - Leading Experience Attendee
SAN FRANCISCO, CA • 2017

AIGA Designing Products Committee
OCTOBER 2015–2016

Code for America Brigade Volunteer Contributor
SAN FRANCISCO, CA • 2014–2016

Geeks Without Bounds: Everyone Hacks Chicago
CHICAGO, IL • 2013

Part of winning hackathon team that conceived a data visualization tool for the Red Cross.

Education

Washington University in St. Louis School of Art
BFA Visual Communications and Art History
ST. LOUIS, MO • AUGUST 2003–MAY 2007

Graduated as Eliot Scholar, with GPA of 3.70 and 7 semesters on Dean's List.

University of South Florida School of Art
PARIS, FRANCE • JUNE 2005

Summer in Paris program

Btzalel Award for Leadership in the Arts
WASHINGTON UNIVERSITY • APRIL 19 2007

Awarded by St. Louis Hillel

National Society of Collegiate Scholars
SEPTEMBER 2004–PRESENT

References available upon request