Sheriff Jolaoso

Product & Service Designer

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About Sheriff

I'm a designer with product and service design experience. I use a mix of methods to combine user, business, and team perspectives into designs that can help guide people to accomplish whatever they have set out to do.

I aspire for opportunities that allow me to collaborate with intelligence, diligence, and empathy.

Education

Virginia Tech

August 2012 - May 2015

M.S. Computer Science - Human Computer Interaction

Thesis: TaskAmbient: A Study in Personal Task Management Visualization (work published in CHI '15 Extended Abstracts)

General Assembly

June 2014 - August 2014

User Experience Design Immersive

UMBC

July 2008 - May 2012

B.S. Computer Engineering

Awards

• 2017 American Web Design Award for The Best in Web, Interactive + UX Design from Graphic Design USA @ AppFolio

Professional Experience

AppFolio

July 2015 - present

Current position: Sr. Service Designer, previously Sr. UX Designer

• Worked with multiple product development teams of product managers and software engineers using lean and agile methods to build, measure, and learn as we iterate through product updates and develop new product features including:

• **AppFolio Tenant Portal:** Prototyped and tested an updated, mobile version of our tenant portal used by approximately 3.5 million users in our application ecosystem to pay rent, submit maintenance requests, and correspond with their property manager.

• **Bulk Texting:** Designed bulk texting functionality for property management professionals to utilize directly in AppFolio.

• **Onboarding:** Designed new onboarding experience for AppFolio customers to aid their data migration and learning process.

• **Design System Catalyst Project:** Organized initiative to conduct component and pattern inventory of our primary application in effort to define our design system thoroughly

• Carried out various design studio activities around projects carried out by product development teams.

• Scheduled and conduct user interviews and usability tests with our various user archetypes.

Skills & Expertise

• Product Design

Proficiency prototyping, wireframing, and developing mockups at low and high fidelities with:

• Adobe XD
• Axure RP
• Balsamiq
• Framer
• InVision
• OmniGraffle
• Sketch

• User Research & Synthesis

Proficiency with moderated and unmoderated usability testing, stakeholder and user interviews, surveying, as well as business and user data analysis, which have been used to develop personas, user flows, and other synthesized artifacts.

• Facilitation

Facilitation experience with design studios, customer journey mapping, service design, and usability testing sessions. I have used these methods for projects with product development teams and education of cross-functional groups.

• Front-end Development

Experience developing web applications using HTML, CSS & Sass, Javascript, and various APIs and frameworks for data-intensive projects.