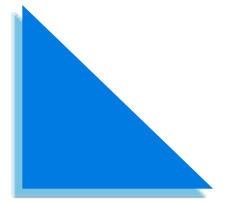# Sheriff Jolaoso

Product Designer

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About Sheriff

I'm a designer with product and service design experience. I use a mix of design thinking and agile product development methods to combine user, business, and team perspectives into product experiences 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.

In design, I rely on simple design principles all-the-while incorporating the appropriate details of the end-users' experience.

Education

Virginia Tech

August 2012 - May 2015

M.S. Computer Science - Human Computer Interaction

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

GoFundMe   January 2020 - present

Product Designer

• Designed functionality for charities to improve their workflow when creating multiple fundraisers

• Supported revamping of research insights hub and evangelized practices for user research in a remote working world

• Redesigned user onboarding to accommodate quicker access to fundraising features for charities in need during COVID-19 pandemic

AppFolio   July 2015 - January 2020

Sr. Service Designer, Sr. UX Designer

• Developed proof of concept prototypes for usability testing and communication with software engineers, product managers, and designers across our resident (B2C) and property manager (B2B) products.

• Led insights gathering through customer visits, user interviewing, survey, and moderated & unmoderated usability testing.

• Conducted A/B and variant testing to validate team hypotheses.

• Regularly participated in weekly design critiques with to provide feedback to product designers.

• Facilitated customer journey mapping & service blueprinting activities to identify product improvement opportunities with cross-functional teams.

• Worked directly with product development teams of product managers and software engineers using lean and agile methods to synthesize ideas and concepts and iteratively develop product improvements.

Skills & Expertise

• Prototyping and wireframing for usability testing and team communications (Axure, Figma, Sketch)

• Synthesis & alignment of customer needs and business goals via quantitative metrics and qualitative feedback

• User flow diagramming, information architecture diagramming, service blueprinting, & customer journey mapping

• Usability testing (moderated, unmoderated)

• Customer, non-customer and internal stakeholder surveying and interviewing

• Front-end web development experience (HTML, CSS, Javascript)

• Experience with project management tools (Trello, Pivotal Tracker, JIRA)

• Experience with product analytics platforms - usage & management (Pendo, New Relic, Qualtrics, Amplitude)