



Will Sherman

CX . UX . PROJECT . PRODUCT

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I am a Slashie who is most comfortable living between the lines. I love working cross-functionally, and I excel when given a project that requires collaborative communication and problem-solving across all stakeholders, from business to client.

TOOLBOX

UX DESIGN / PRODUCT MANAGEMENT

- 3 years exp: creating User Personas, writing User Stories, usability testing
 - 15 years exp: discovery, client management, vendor management
 - 15 years exp: sitemaps, wireframing, mockups, prototyping, presentation
 - 5 years exp: Adobe Creative Suite, Invision
 - A lifetime of developing the empathy and humility it takes to do good UX work
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PROJECT MANAGEMENT

- 15 years exp: managing a wide variety of projects (usually simultaneously)- print, web, point-of-sale, merchandising, trade shows, events, training documents, newsletters and more
 - SCRUM PSM certification, AGILE devotee
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UI / DEVELOPMENT (Relevant experience, but I am not a Developer of any real level)

- 5 years exp: Adobe Creative Suite, HTML5, CSS3, CSS Shells
 - Very junior level Rails experience, some Angular, some Javascript, some HAML
 - 2 years exp: Trello, Jira, Slack, Google Drive, BitBucket, Git
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CX / MARKETING

- 15 years exp: strategy and campaign planning
 - 15 years exp: creating and policing branding
 - 12 years exp: organising and executing trade show booths and events to \$250k
 - 12 years exp: logistics and fulfilment for collateral
 - 15 years exp: planning budgets up to \$1mil
 - 15 years exp: reporting and presenting to executive groups
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SOFT SKILLS

- I am a selfless team-member and I'm always happy to help. I don't keep score
- Tactful, friendly and collaborative "servant manager" leadership style
- I am capable of and willing to start a project over if it's the right thing to do
- I live my life by the principles of UX - it is a part of everything I do, both in and out of work

EXPERIENCE

8 Arms Consulting: [Principal Consultant](#)

MAY 2015 - CURRENT, BRISBANE, QLD

TASKS: Vary by contract. UX Design, CX Analysis, Project Management, Product Design, Marketing, Business Development

DESCRIPTION: At 8 Arms I am an interdepartmental spirit-medium. I love working cross-functionally, and I excel when given a problem that requires creative problem-solving across departments and between business and client stakeholders.

Daddy: I took two years off to stay at home and raise our two little boys.

Wavemaker Group: [Principal Consultant](#)

MAY 2008 - FEBRUARY 2013, AUSTIN, TX

TASKS: Varied by contract. UX Design, CX Analysis, Marketing, Project Management, Events

DESCRIPTION: My work with Wavemaker spanned a wide range of roles, contracts and industries - from craft beer to energy efficiency to large-scale promotions and events.

Genie Industries: [Australian Marketing Manager](#)

MAY 2005 - JUNE 2008, BRISBANE, QLD

TASKS: All Marketing aspects nationwide- Branding, Campaigns, Project Management, Events

DESCRIPTION: I was hired to replace an entire advertising agency. I created infrastructure, managed vendors, orchestrated campaigns, managed budgets, managed projects.

Sparkplug Creative: [Principal Consultant](#), [Creative Shaman](#)

MARCH 2002 - MAY 2005, BRISBANE, QLD

TASKS: Varied by contract. Creative, Campaigns, Project Management, Marketing

DESCRIPTION: I started my first consulting business to leverage my wide range of skillsets (and learn new ones), and served a range of clients from Pfizer to Acer to John Williamson.

EDUCATION

The Iron Yard / [Programming Boot Camp](#)

JUNE - AUGUST 2015, AUSTIN, TX

University of Texas / [BA Communication](#)

SEPTEMBER 1993 - MAY 1997, AUSTIN, TX

University of East Anglia / [Communication Studies](#)

JUNE 1997 - DECEMBER 1997, NORWICH, ENGLAND