



 **Will Sherman**
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I am Will Sherman- a colorful guy with an unusual array of complimentary skillsets that make me a very versatile and valuable asset. Having recently re-immigrated to Australia, I currently live and work in Brisbane with my wife and two little boys. I love to solve problems, I love to make things, and I love to make a difference - at work, in my community and in the world. Good roles for me include UX Designer, Product Manager, Project Manager or Design Team Manager. I work great cross-functionally and I love working with clients.

REASONS TO KEEP READING

GLOBAL EXPERIENCE

- Worked overseas while collaborating with global teams
- Managed national marketing for a global Fortune 500 company

HIGH LEVEL

- Managed projects that delivered assets used by worldwide teams
- Overseen dozens of trade show booths with budgets up-to \$150k
- Created, proposed and managed yearly budgets up-to \$1mil

UNIQUE MIX OF SKILLS

- SCRUM PSM certified, I also have Creative skills, Development skills, Marketing skills and Project Management skills
- Solid global leadership experience and an entrepreneurial mindset

EDUCATION

- The Iron Yard (Austin - 2015) - *Ruby on Rails Boot Camp*
- University of East Anglia (England - 1997) - *Communication Studies*
- University of Texas at Austin (1994 - 1998) - *BA in Communication*
- * Quite a bit of self-guided education, including CodeSchool, CodeCademy, EnvyLabs, PluralSight and dozens of tutorials and podcasts

SOFT SKILLS

- Empathy
- Curiosity
- Resourcefulness
- Cross-department communication
- "Servant Manager" leadership style

INTERESTS

- Gardening
- Old cars
- Fermentation
- Smoking Meat
- Building stuff

TOOLBOX

UX DESIGN

- Discovery and Research
- Wireframing
- Prototyping
- Personas
- User Stories
- Usability Testing
- Product Design

PROJECT MANAGEMENT

- 15 years managing all kinds of projects simultaneously: print, web, merch, POS, trade shows, events, newsletters
- Vendor management
- Jira, Trello, shared docs, Slack
- SCRUM PSM certified

UI & DEVELOPMENT STACK

- Adobe Creative Suite
- HTML5
- CSS3, Sass, CSS Shells
- Ruby on Rails 5 [very Jr Level]
- Git, GitHub, BitBucket

MARKETING

- Strategy and Campaigns
- Team Management
- Branding
- Project Management
- Trade Shows and Events

EMPLOYMENT HISTORY

8 ARMS CONSULTING [Austin, TX to Brisbane, AU: August 2015 - Current]

COMPANY DESCRIPTION Consulting and solutions for UX, project management and marketing

POSITION Principal Consultant

RESPONSIBILITIES Varies by contract. UX, UI, Wireframing, Prototyping, asset creation, Project Management, marketing strategy

ACHIEVEMENTS

- Worked on a cutting-edge tech project producing interactive & touchscreen UX and UI design
- Comprehensively managed a commercial project that included: product design, UX design, project management, UI design, some development and all marketing strategy and collateral development.

TWO RED KITES [Brisbane, AU: February 2017 - May 2017]

COMPANY DESCRIPTION Software development, SaaS

POSITION Project Manager / UX Designer

RESPONSIBILITIES Project Management, Account Management, UX Design, UI Design, Asset Production

ACHIEVEMENTS Learned a great deal about working in a software dev company - from sales to resource management to development processes. Was introduced to many new tools and best practices

WAVEMAKER [Austin, TX: 2008 - 2013]

COMPANY DESCRIPTION Marketing & design consultancy

POSITION Principal Consultant

RESPONSIBILITIES Varied by contract. UX Design, UI Design, Project Management, Marketing Strategy, Event Management

ACHIEVEMENTS

- Helped dozens of small-to-medium sized businesses succeed by guiding their UX, branding and strategies
- Organized, promoted and executed the grand opening of Jester King Craft Brewery, including recruiting and managing a team of 50 volunteers, and achieving an attendance of 4,000-ish people
- Analyzed complex workflow processes for Atlas Efficiency Solutions: designed flowcharts, determined best practices and wrote training manuals, which allowed them to dramatically increase productivity

GENIE INDUSTRIES [Brisbane, AU: 2005 - 2008]

COMPANY DESCRIPTION Global Fortune 500 manufacturer of construction equipment

POSITION Australian Marketing Manager

RESPONSIBILITIES Planning, project managing, evaluating and reporting on all marketing activities in Australia: Strategies, Trade Shows, Advertising, Campaigns, Websites, Production, Fulfillment, Reporting

ACHIEVEMENTS

- Renovated the UX, created brand guidelines and standardized marketing materials nationwide
- Managed the hiring, project management and replacement (when needed) of a team of 8 vendors
- Created, proposed and managed a yearly budget of up to \$1mil
- Selected, organized and supported 14 trade shows per year, including one with a budget of \$150,000
- Took-on an additional brand (Terex) and managed product support for a new line of 6 machines

SPARKPLUG [Sydney, AU: 2002- 2005]

COMPANY DESCRIPTION Creative services agency

POSITION Principal Consultant

RESPONSIBILITIES Varied by contract: Project Management, UX design, UI design, Marketing strategy and campaigns. All aspects of running a small business: sales, vendor management, budgets

ACHIEVEMENTS

- Produced good profits every year of operation
- Worked with Pfizer on a range of their brands, including Everbronze, ClearPlan, Diflucan, Stingoze & more

