**Dave Sherrod**

**User Experience and Product Design Leader**

[dave@daybydave.com](mailto:dave@daybydave.com%20)  • [https://www.davesherrod.com](https://www.davesherrod.com/) • [https://davidsherrod.com](https://davidsherrod.com/)

**Highlights of Expertise**

|  |  |
| --- | --- |
| * Ux team leader and hands-on product designer * Background in visual design and art direction * Team activities leader, facilitator of workshops, and advocate for customers and users * Creator and facilitator of mobile and responsive prototypes and other ux artifacts (journey mapping, wire framing, AB/multivariate prep, etc) * Qualitative and quantitative researcher for the benefit of empathetic understanding and informing and validating design approaches and decisions | * Gatekeeper for ensuring WCAG product experience compliance via mobile and responsive design systems * 15+ years experience designing mobile, responsive, and sass platform experiences within the Fintech space (banking, trading, lending, insurance, advisory, asset allocation/portfolio management, etc) * 3+ years experience designing in ecommerce and B2C/B2B enterprise software space. * synchronization, story-writing and grooming in an agile environment. |

**Recent Career Experience**

**DIRECTOR OF UX/UI** (April 2019 – July 2020)

**First Tech Federal Credit Union**, San Jose, CA

*“Player coach” of a multidisciplinary team of six. Led the end-to-end research, design, and design validation of mobile and responsive banking, lending, and application process product experiences.*

* Led all UX/UI design related initiatives, coaching and mentoring of six researchers, info architects, and front-end designers in the creation and improvement of First Tech banking and lending digital product experiences. Responsibilities included Online Mobile Banking, Mobile X IOS/Android App, and home, automobile, and student loan refinancing lending products.
* Translated user needs and business goals into ux/ui stories and ux road map, while guiding my team in the creation of compelling experiences during all stages of the research, design, and user-testing initiatives.
* Strategized, facilitated, and moderated qualitative and quantitative feedback-gathering opportunities.
* Led workshops to garner “same-page” design direction, journey-mapping and prototyping orientation.
* Led the redesign of the Ellie Mae mortgage application which resulted in a near doubling of first note mortgage loan production from Jan-April 2020 ($336.1M planned, $641.5M achieved).
* Led credit/debit card account management and card settings improvements (Q4 2019 through Q2 2020) resulting in reduced Call Center volume for members calling about: *Change Account Password*, *Replace My Card*, *Find* and *Dispute Transactions*, *Lock Card*, and ui-related navigation of card settings and preferences.
* Ensured design output compliance with business and technical requirements, First Tech branding, vendor front-end UI integration requirements, iOS/Android and responsive design system consistency, and WCAG 2.0.
* Maintained UX/UI roadmap and team production schedules for research, design, and user testing initiatives.
* Leveraged analytics (Google and Salesforce) data to further inform and validate design decisions.
* Maintained and expanded mobile IOS, Android, and responsive web design systems.
* Evangelized User-Centered Design and Design Thinking methodology while promoting team efforts and strengthening internal partnerships.
* Partnered and collaborated with cross-functional teams in an Agile Scrum framework.

**DIRECTOR, VISUAL DESIGN** (Oct 2015 to Jan 2019)

**Prudential Financial**, Sunnyvale, CA

*Design and pod lead for the end-to-end product design of Link by Prudential, Service Center, and multiple “financial health” calculators and tools.*

* Led visual, interaction, and experience design for *Link by Prudential*, *Service Center (a self-help center)*, and multiple personal finance and advisory desktop and mobile applications, tools, and calculators.
* Pod leader of three, I acted as doer manager for the design and production of information architecture and flows, prototyping, and artifact creation for A/B and multivariate user testing initiatives.
* Co-managed the digital product creative schedule, requirement gathering, sprint grooming, and roadmap synchronization, ensuring timely deliverables and influencing cadence.
* Represented Visual within the UX team presenting to and coordinating with and presenting to UX team members, internal Product, Engineering, and Marketing partners, and c-suite executives.
* Contributing author for Prudential’s Playbook, a Bootstrap-derived, Atomic Design System.
* Created and presided over artifacts creation such as sketching, journey mapping, info architecture, experience mapping, low/high fidelity prototyping, and user feedback facilitation (surveying, A/B, and multivariate).
* Provided consultancy, asset creation, and schedule management for product roll-out and marketing collateral.

**DESIGN DIRECTOR** (2009 to 2015)

**E\*TRADE**, Menlo Park, CA

*Design lead for the E\*TRADE Pro SASS trading platform, E\*TRADE.com responsive trading experience, and the #1-rated stock plan administration SASS platform, Equity Edge.*

* Managed an in-house team of three and vendor partners to improve E\*TRADE’s trading experience while leading visual and interaction design initiatives for the E\*TRADE Pro trading platform and Power E\*TRADE Offerings. While presiding over Pro’s UI/UX design, the platform was a top 3-rated trading platform over a 7-year period (’09-’15) and consistently ranked #1 amongst professional traders.
* Led design improvement, simplification, and feature add integration for trading experiences within E\*TRADE Pro trading platform and E\*TRADE.com. Consistent increased trading volumes during my design oversite and tenure.
* Integrated new and expanded trading capabilities for FX Futures, Exchange Traded Funds, and Enhanced Options with integrated strategy. I lead both the UI design for the Pro platform itself and pertaining Marketing collateral.
* Improved and simplified Pro’s customizable trading settings and built a contextual help center within the platform.
* Lead strategy and design for a number of digital product initiatives: Bill Pay, Automatic Investing, ETF Screener, Mutual Fund Screener, Bonds Center, Mortgage-On-The-Move, and stock plan admin sass platform, Equity Edge.

Additional career experience provided upon request.

**Go-to Tools**

• Sketch, InVision, and Marvel for flow creation, wire framing, prototypes, and other ux artifact creation. Also use Figma, Photoshop, Illustrator and Axure.

• Zeplin in conjunction with Sketch for design system authorship and sharing and developer handoff

• Mural/Miro, Zoom, Webex, and Google Hangouts for remote team interaction and collaborative working

• UserTesting.com and UserZoom to test and validate design with user participants

• Jira, Confluence, Google Slides, Roadmunk, and Microsoft Office Suite for management duties

**Education**

* BA, Psychology (1996) | San Francisco State University
* Certification, User Experience Expert (UX Management Specialty) | NN/g Nielsen Norman Group
* Certification, Digital Arts and Animation | Academy of Art University and City College of San Francisco

**Associations & Volunteering**

* BayCHI, San Francisco Bay Area Chapter of ACM SIGCHI (Member)
* Interaction Design Foundation – IDF (Member)
* Hagemann Ranch and Horse Sanctuary, Livermore Heritage Guild (Volunteer)