

Rickie Sherman Jr.

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rickiesherman@me.com<https://linkedin.com/in/rickie-sherman><https://rickie.info>**Executive Profile**

Highly strategic and results-driven Design Leader with 10+ years of experience defining, scaling, and optimizing global digital products. Expertise in transforming complex business requirements into scalable, user-centric design systems and product strategies. Proven ability to lead cross-functional teams (Product, Engineering, Marketing) through periods of growth, feature expansion, and acquisition.

Consistently driving measurable improvements in user retention, engagement, and operational efficiency.

Core Competencies & Expertise*Design Leadership & Strategy*

- Design Strategy & Vision Mapping
- Stakeholder Management & Board Presentations
- Team Scaling & Mentorship
- Agile Product Design & Roadmap Definition
- User Journey Mapping & Experience Flow Architecture

Process & Methodology

- Design Systems (Atomic Design, Component Library Architecture)
- UX Research (Information Architecture, Competitive Analysis, Usability Testing)
- Cross-Platform Design (Web, iOS, Mobile)
- Data-Driven Iteration & KPI Improvement

Tools

- Figma (Expert)
- Adobe Suite (Expert)
- Jira (Advanced)
- Prototyping Tools (Advanced)

Professional Experience**Averi (Acquired by Grit Capital)**

UX/Product Designer (Early Stage Leadership)

Mar 2025 - Mar 2026 (Brooklyn, New York City)

Summary: Guided a critical SaaS product through early-stage growth, optimizing the hiring and onboarding experience to boost user retention and stabilize the business model.

Growth & Retention: Defined and executed a comprehensive onboarding process, addressing critical pain points and collaborating with Product Management to implement a user retention strategy that improved new user adoption.

Systemization & Scaling: Led the product transition and scaling, resulting in the establishment of Averi 1.0. Scaled the creative department from 1 to 3 designers and spearheaded the migration to a comprehensive design system, which decreased front-end development time by an estimated 25%.

Product Leadership: Successfully managed product design from conceptualization (0) through initial launch (1), defining the core visual language and functionality.

Immersa.ai

Product Strategy & Design Lead

Nov 2022 - Mar 2024 (Palo Alto, California)

Summary: Led the end-to-end design strategy and execution for Immersa's enterprise data software suite, transforming complex, multi-source data points into intuitive, actionable visualizations. Served as the primary interface between technical engineering and diverse business stakeholder groups.

Data Architecture & UX: Defined the product experience for key business units (Sales, Marketing, and Customer Success). These efforts ensured that the platform provided data insights that directly drove revenue-generating processes.

Product Scaling & Vision: Championed the expansion of the platform's integration library, advocating for and successfully delivering critical use cases that significantly broadened the product's market appeal & total addressable market (TAM).

Solution Architecture: Conceptualized and designed a modular system architecture for data management, unlocking new screen viewport contexts and providing engineering and design teams with flexibility for rapid iteration.

Data Visualization: Led design for the "Entities" feature, centralizing disparate data points into a single, cohesive dashboard, greatly enhancing the ability of data scientists and business users to make informed decisions.

Stakeholder Alignment: Designed modular data visualization tools for advanced users (data scientists), simplifying highly complex data sets and enabling non-technical business users to extract deep insights rapidly and independently. I also successfully presented new features and system requirements to the executive board, securing buy-in and ensuring product development efforts aligned with core business objectives.

Impact Highlight: Transformed complex, cumbersome data workflows into a centralized, modular system, improving the speed and reliability of data-driven decision-making across the organization.

Scout (Acquired by StockX)

Product Design/Design Systems Lead
Oct 2020 - Jul 2021 (New York City/Remote)

Summary: Guided the evolution of a market leader in secondary digital goods, stabilizing product design and establishing a scalable system to support massive growth and expansion into new verticals (Web3/NFT).

Strategic Impact: Led the transition of the platform from web to mobile-first architecture, expanding the design system to support multi-market lookups and complex automated selling flows.

Systemization: Architected and scaled the core design system, establishing standardized components that dramatically accelerated engineering efforts and ensured brand consistency during rapid feature integration.

Feature Ownership: Defined and designed critical new revenue-driving features, including the "Email Hub" automation, and expanded product capabilities into Web3/NFT commerce, driving future revenue streams.

Banter

Design Lead/Product Strategist
Jul 2021 - Aug 2022 (New York City/Remote)

Summary: Developed a real-time, cross-platform communication experience, focusing on accessibility and maintaining high engagement across diverse global user bases.

Leadership & Strategy: Led market research and competitive positioning analysis, directly influencing the product roadmap to include auto-translation and captioning, resulting in a +30% measured increase in user engagement.

System Design: Built and managed a robust, cross-platform design system (Web/iOS), significantly reducing operational costs and accelerating the time-to-market for new features while maintaining complex functionality.

Feature Development: Designed advanced communication features, including asynchronous messaging and group sharing, ensuring a seamless, multi-language, cross-platform experience.

Autre Monde

Founder/Technical Team Member
Apr 2026 - Present

Summary: Managed content organization and workflow for a specialized, high-detail simulation project (retexturing/rebuilding a classic racing game).

Skills Highlight: Demonstrated proficiency in technical documentation, workflow creation, and collaborating with a global, specialized team to execute large-scale digital assets (retexturing, livery graphics).