

Leo Sherman

SENIOR PRODUCT DESIGNER

Portfolio

www.leosherman.com

Email

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ABOUT ME

I am a Senior Product Designer with 5 years of experience in agency, enterprise, and startup environments. I use my roots in jazz composition and videography to craft compelling and deeply user-centered digital products. I am currently working at Koyfin where I design experiences that empower investors to get the financial insights they need.

SKILLS

|          |              |               |
|----------|--------------|---------------|
| Data viz | Journey maps | User research |
| IA       | Prototyping  | Visual design |
| IxD      | UI design    | Wireframing   |

TOOLS

|          |           |           |
|----------|-----------|-----------|
| Appcues  | GatsbyJS  | Photoshop |
| Balsamiq | Lightroom | Premiere  |
| Beefree  | Logic Pro | Webflow   |
| Figma    | Miro      | Wordpress |

LANGUAGES

|      |            |       |
|------|------------|-------|
| CSS  | JavaScript | React |
| HTML | Markdown   |       |

EDUCATION

|                                                                                                                          |               |
|--------------------------------------------------------------------------------------------------------------------------|---------------|
| <b>Springboard</b><br>UI/UX Design Career Track<br><br>700+ hours of hands-on projects, with 1:1 expert mentor oversight | 09.20 – 06.21 |
| <b>Columbia University</b><br>M.Ed. Music Pedagogy<br><br>Honors: summa cum laude                                        | 09.13 – 07.15 |
| <b>Manhattan School of Music</b><br>M.M. Jazz Studies<br><br>Honors: summa cum laude                                     | 09.10 – 07.12 |

EXPERIENCE

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                 |
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| <b>Senior Product Designer</b><br>Koyfin - New York, NY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 09.24 – Present |
| <ul style="list-style-type: none"><li>Led the design of an onboarding feature that increased new user activation by 15%</li><li>Designed a series of 0–1 products for financial advisors, contributing to a 7% increase in product revenue</li></ul>                                                                                                                                                                                                                                                                                                  |                 |
| <b>Senior Product Designer</b><br>NYSHEX - New York, NY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 01.24 – 08.24   |
| <ul style="list-style-type: none"><li>Redesigned a performance monitoring tool for Ocean Carriers, leading to \$5MM in new contracts for 2024–2025</li><li>Implemented a dynamic email alert product offering, saving 5 days of front-end developer time</li><li>Presented designs to executive clients to get buy-in to new product features and enhancements</li></ul>                                                                                                                                                                              |                 |
| <b>Product Designer</b><br>NYSHEX - New York, NY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 10.21 – 01.24   |
| <ul style="list-style-type: none"><li>Built rapid prototypes for emerging product offerings, contributing to \$2MM+ in revenue for 2023</li><li>Collaborated with designers and engineers to create a component and pattern library that helped reduce feature implementation time</li><li>Designed and implemented the company hiring philosophy, process, and evaluation criteria for product design candidates</li><li>Led an effort to visualize complex data and information architecture that increased user efficiency platform-wide</li></ul> |                 |
| <b>UX Designer</b><br>Stradea Design Labs - Hamilton, ON                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 03.21 – 10.21   |
| <ul style="list-style-type: none"><li>Led mixed method research sessions to improve client website information architecture, resulting in redesigns that increased web traffic by 25%</li><li>Partnered with fellow designers to systematize the company UX process</li><li>Led marketing and SEO content writing effort which led to improved user engagement</li><li>Collaborated with Eng team on front-end implementation</li></ul>                                                                                                               |                 |
| <b>Videographer</b><br>Tonewheel Creations - New York, NY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 01.18 – 04.21   |
| <ul style="list-style-type: none"><li>Created audio and video content that enabled independent artists and arts organizations to increase their social media presence by over 200%</li><li>Collaborated with artist booking agencies to create video campaigns that contributed to \$50K+ in revenue per concert series</li><li>Led audiovisual design for jazz composition competitions, resulting in multiple Jazztimes and Downbeat listener awards</li></ul>                                                                                      |                 |