

Deborah Sherwin

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Experience

Ceres Imaging Principal Product Designer
OAKLAND, CA • NOVEMBER 2021–PRESENT

Communicating actionable insights to farm managers via a geospatial web app, a mobile app and notifications. These enable managers to precisely target water, fertilizer and labor across millions of acres on four continents. Acting as a principal designer on all customer-facing software tools. Collaborating closely with PMs and R&D to commercialize proprietary science through all phases of conceptualization, interface design and execution. Developing strategies with Business Development to support digital transformation for financial and insurance stakeholders in the agricultural sector.

Ceres Imaging Senior Product Designer
OAKLAND, CA • JANUARY 2020–NOVEMBER 2021

Established vision to rearchitect the user experience for farm managers: moving from a review of static images to quantified trend analyses. Founded key disciplines within the Product organization: user research, design sprints, usability testing, design specification standards, UI QA and a groomed UX backlog. Worked collaboratively across the business to build alignment on customer needs. Conceptualized and shipped features that integrated the value of Ceres' remotely sensed imagery into farm workflows on the ground: issue resolution, irrigation planning, crop sampling and reporting.

WaterSmart Software Head of Design
SAN FRANCISCO, CA • AUGUST 2017–DECEMBER 2019

Built tools that empower water utility staff to make decisions and communicate effectively with their customers. Lead a cross-functional initiative to transform the customer onboarding experience. Facilitated design reviews, conducted customer interviews, contributed interaction design, managed a UX backlog and a second designer.

WaterSmart Software Lead Designer
SAN FRANCISCO, CA • NOVEMBER 2014–AUGUST 2017

Played a strategic role within the Product team to extend the WaterSmart platform's messaging and alerting capabilities, create product content and adhere to best practices in UX design and behavioral science. Lead cross-departmental collaboration to cultivate WaterSmart's brand across B2B and B2C touchpoints.

WaterSmart Software Visual Designer
SAN FRANCISCO, CA • OCTOBER 2013–FEBRUARY 2015

First design hire at a start-up focused on customer engagement and data analytics for water utilities. Worked as a generalist across the company, contributing UI and print design and establishing processes in product, marketing, QA and operations. Collaborated with product managers to prototype, test, spec and ship new features, including a major relaunch of the Analytics Dashboard with a focus on usability and scalability. Recruited and managed interns.

Kym Abrams Design Designer/Brand Storyteller
CHICAGO, IL • SEPTEMBER 2007–SEPTEMBER 2013

Developed publications, identities, strategic messaging, websites and branded campaigns for clients in education, healthcare, the arts and social justice. Managed projects from concept to completion.

Skills

I build with Figma, InDesign, CSS, slides, spreadsheets, information design, art direction and content strategy.

I collaborate using Asana, Jira, design reviews, documentation and cross-functional conversations.

I learn through ethnography, user interviews, sales conversations, usability testing, prototyping and engagement metrics.

Education

Washington University in St. Louis School of Art
BFA Visual Communications and Art History
ST. LOUIS, MO • AUGUST 2003–MAY 2007

Guide to Irrational Behavior Certificate
DUKE UNIVERSITY VIA COURSERA • 2014

Behavioral economics course

LX Conference - Leading Experience Attendee
SAN FRANCISCO, CA • 2017

Recognition

Graphis Design Annual, Graphis 100 Best Annual Reports, STA Archive

References available upon request