

Emma Sherwood-Forbes

Product Designer and Creative Director

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Based in San Francisco, CA

SKILLS

Design

I'm a hybrid designer in love with the psychology and creativity involved in building digital products. I'm experienced in strategy, user research and testing, workshops, wireframing, visual design, brand experience, and art direction.

Teaching, Training, Speaking

I'm passionate about sharing knowledge both inside and outside the workplace. I've taught at Cooper, General Assembly, and MICA; mentored at Berkeley School of Information; and spoken at the IxD conference and AIGA New York.

Management and Mentorship

I have managed small teams and shepherded junior designers through their early career. I value being a warm ear, a firm hand, and a clear voice.

Technology

I am a technophile and a quick study, fluent in Sketch and most Adobe software. I've worked extensively with mobile platforms and am very comfortable designing with development in mind, using my limited front-end dev skills to understand the medium and its experts.

References available upon request.

EXPERIENCE

Associate Director of Product Design Cooper, 2017–Present

As a director, I spend my time leading client projects, doing sales and client relationship management, growing our practice and mentoring designers, teaching and coaching, and contributing to the company strategy. Clients include: Facebook; Google Maps, Education, and Brand Studio; Kohl's Innovation Lab; Mercedes Benz Research and Development; and Mozilla.

Design and Creative Direction Sherwood & Forbes, 2006–Present

Moving between full-time consulting and part-time side projects, I've used freelancing to explore new skills. In addition to my digital design wheelhouse, I've worked on print and identity development.

Senior Design Consultant Cooper, 2014–2015

I began my time at Cooper as a consultant focused on hybrid individual contribution. My role centered on visual design strategy and execution, though I often collaborated on research and interaction design deliverables.

Senior User Experience Designer Momentum Design Lab, 2010–2012

My role ran the gamut of User Experience Design. I developed strategy, created information architecture and wireframes, pushed usability principles, helped to produce and refine visual language, and managed junior designers.

Lead In-House Designer Zannel / Tap11, 2006–2010

Zannel was a cousin to Twitter, founded the same year. I rose from intern to lead designer during my tenure, creating a Webby Award-winning mobile platform. Regular user research and a close relationship with developers defined the beliefs and methods I still hold dear.

EDUCATION

MFA in Graphic Design Maryland Institute College of Art, 2014

I went to graduate school to deepen my skills and explore design beyond the constraints of client work. I focused on interactive projects and editorial design, and assisted Ellen Lupton in teaching a course on Design Theory. I was the commencement speaker and received the Student Leadership Award.

BA in Philosophy Wesleyan University, 2005

I've always been fascinated by people, focusing my study on ways to understand our behavior. I received High Honors on my Senior Thesis, a 300 page tome on Kantian Ethics. The typography and printmaking classes I took alongside liberal arts courses led me to pursue design, a career with more tangible output.