Rosie Sherman

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NYC

Design Systems // 0-to-1 Product Design // AI-Forward Innovation

2025 → present

SPANX® | **Senior Digital Product Designer**

E-COMMERCE D2C

- Built a unified design system, consolidating 4+ legacy systems into one source of truth, utilized by developers and designers and structured for AI-assisted dev handoff
- Led design system adoption across the Creative team using Sanity, supporting a full site transition to a headless Shopify architecture
- Partnered across Brand, Creative, Development, and PMs from three product pods on a cross-functional redesign of the Product Detail Page and broader e-commerce/site merchandising experience; supported over 15 developers
- Ran user research via Strella and UserTesting, using ChatGPT to synthesize findings into actionable insights
- Shipped 2+ PRs per quarter in 2026, using Claude Code to independently write and deploy bug fixes

2023 → 2025

Sure | **Senior Product Designer**

INSURANCE TECH START-UP

- Owned a design system across multiple partners, streamlining insurance document digitization and building a white-labeled version for cross-partner use
- Simplified complex financial logic for SAAS product offering, collaborating directly with stakeholders and creating prototypes and documentation shared with executive leadership
- Illustrated a company-wide employee recognition series and contributed to internal brand and Figma workflow improvements

2021 → 2023

Curate | **Lead UX&UI Designer**

B2B SAAS START-UP

- First full-time Lead design hire in a fast paced start-up environment; went on to manage Design Team with a junior designer and oversaw core experience across multiple product pods
- Led efforts to establish a design system, component library, and process from the ground up; sole designer for over a year on a full product redesign supporting a pivot to product-led growth
- Ran customer research and a Beta testing program that directly shaped product strategy; worked directly with CEO and Executive Leadership Team

2019 → present

Freelance | **Digital Product & Brand Designer, Illustrator**

NON-PROFIT HOSPITALITY LIVE PERFORMANCES

- Developed & designed brand identity, web, and print materials for B2C/B2B clients; created logos, assets, and bespoke websites
- Illustrated materials for live events in the city (comedy shows, musical performances); live portrait drawing sessions for venues

Portland State University | **Bachelor of Arts**
Psychology & Social Sciences with Honors, magna cum laude

Treehouse Labs | **Techdegree**
UX & UI Design Certification