Sheriff Jolaoso

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work experience

Microsoft

SENIOR DESIGNER, VIVA PLATFORM

DECEMBER 2021 - PRESENT

Core experience:

- Led and supported feature expansion effort to met core customer expectation of survey authorship (conditional logic, open audience surveying)
- Incubated concepts to support expansion of employee experience sentiment collection within organizations

Cross-platform experiences:

- Designed entry experiences to Viva Pulse & Viva Glint from other product surfaces to broaden use of both platforms to collect employee experience sentiment
- Designed feature access management and HR data import to support admins across Viva suite, enabling organizations worldwide to deploy the Viva suite abiding by GDPR and additional regulations

Design systems:

- Developed design system & workflow for immediate Viva Pulse design team derived from organization-wide design system
- Extended notification system for Viva Pulse, including in-chat & in-email response modules
- Unified Viva platform design visual aesthetic through standardization of hero visual design

GoFundMe

PRODUCT DESIGNER, GOFUNDME CHARITY

JANUARY 2020 - SEPTEMBER 2021

Fundraiser management:

- Designed functionality for charities to improve their workflow when creating fundraisers for multiple sub-organizations
- Redesigned user onboarding to accommodate quicker access to fundraising features for charities in need during COVID-19 pandemic
- Redesigned fundraiser management experience to support retention and increase engagement with key functionality
- Designed updates to facilitate broader withdrawal options for fundraisers in non-US territories

Design operations:

- Revamped research insights hub and evangelized practices for user research in a remote working setting

AppFolio

SR. SERVICE DESIGNER, SR. UX DESIGNER, FULL PLATFORM

JULY 2015 - JANUARY 2020

Resident experience:

- Led design of online portal payment platform, facilitating approximately 1.5% of United States residential rent payments
- Developed proof of concept prototypes for usability testing and communication with software engineers, product managers, and designers across resident/commercial tenant (B2C) and property manager (B2B) products
- Led insights gathering through customer visits, user interviewing, survey, and moderated & unmoderated usability testing

Service design:

- As the company's first service designer, facilitated customer journey mapping & service blueprinting activities to identify product improvement opportunities with cross-functional teams
- Led cross-functional team in developing processes and collateral to support emergent HOA customer base

skills

- Prototyping & Wireframing: Low-to-high fidelity prototyping for usability testing, stakeholder alignment, and dev handoff (Figma, Figma Make)
- Stakeholder & Leadership Alignment: Facilitating cross-functional decisions, navigating competing priorities, and communicating design rationale to executive audiences
- Design Systems Authoring: End-to-end ownership inclusive of auditing and inventory, component and variant architecture, naming conventions, token structures, and contribution governance
- Research & Synthesis: Moderated and unmoderated usability testing, customer and stakeholder interviews, surveying, and synthesis of qualitative insights alongside quantitative signals
- Strategic UX Artifacts: User flows, information architecture, service blueprints, and customer journey maps for alignment across product, engineering, and business teams
- Analytics & Instrumentation: Defining success metrics, interpreting behavioral data, and managing analytics platforms (Pendo, Amplitude, New Relic, Qualtrics)
- Fullstack Prototyping & Development: Production-quality prototyping and development using AI-assisted tools (Claude Code, GitHub Copilot)
- Agile & Backlog Collaboration: Requirements authoring, sprint planning, and backlog grooming across tools (Jira, Azure DevOps, Trello)
- Accessibility: Assuring WCAG compliance, use and evangelization of inclusive design principles, and audit-driven remediation across web and mobile surfaces
- AI Product Design: Designing for non-deterministic outputs, transparency and trust patterns, and user-facing AI feature integration
- Design-to-Dev Handoff: Annotation standards, design token documentation, and component spec authoring to reduce implementation friction and cross-design team inconsistency
- Workshop & Sprint Facilitation: Running design sprints, ideation sessions, and structured critiques with cross-functional teams
- Content Strategy & UX Writing: Voice and tone guidance development at platform level and microcopy authoring with cross-functional partners
- Competitive & Market Analysis: Heuristic reviews and opportunity framing to inform strategic design direction