

INNA SHERMAN

SENIOR BRAND DESIGNER

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Senior designer with 13+ years of experience developing visual identities and campaigns for companies ranging from startups to global organizations. I turn broad creative direction into visual systems that work across digital, print, and physical spaces, collaborating with creative, marketing, product, engineering, and leadership teams.

SKILLS

Design: Art Direction · Visual Identity Systems · Brand Guidelines · Campaigns · Visual Storytelling · Social Content · Environmental Design · Event Design · Photography & Retouching · Print Production · UI/UX Design

Tools: Adobe CC (InDesign, Illustrator, Photoshop, Lightroom, Animate) · Figma · Canva · Asana · ClickUp · HTML/CSS

AI: Claude (concepting, automation, web builds via GitHub & Vercel) · Gemini/Nano Banana, Midjourney, Krea, ChatGPT (imagery)

EXPERIENCE

Senior Graphic Designer

Gogo | Broomfield, CO

March 2020 – Present

- Developed the visual identity for the new Gogo brand in 30 days after the 2025 merger, building a system around the new logo.
- Rolled the system out across 300+ pages of collateral and all digital touchpoints.
- Extended the brand into office environments in Brazil, Dubai, Singapore, and London.
- Maintain two parallel visual identities for private aviation and military/government audiences.
- Creative lead for 15+ annual trade shows across 8+ countries, developing booth graphics, signage, and branded merchandise.
- Art direct brand photoshoots and image selection, including all imagery for the redesigned website.
- Manage the Bynder asset library (3,000+ files), vendors, and print production.

Graphic Designer

Gogo | Broomfield, CO

August 2017 – March 2020

- Redesigned the full collateral system within the existing brand guidelines in my first year.
- Designed campaigns and product materials for Gogo's business aviation lineup across digital, print, and social, turning complex technical products into clear visual stories.

Graphic Designer, Contract

Venafi (now CyberArk) | Remote

September 2016 – December 2019

- Refreshed marketing collateral and templates, establishing a consistent visual style across digital and print.
- Designed email templates, web banners, infographics, sales materials, and trade show graphics for marketing, engineering, and events teams.

Graphic Designer

Mojo Networks (now Arista Networks) | Mountain View, CA

August 2014 – September 2016

- As the sole in-house designer, helped deliver the company rebrand and website redesign, developing marketing design guidelines and applying the new identity across digital and print.
- Designed white papers, infographics, trade show graphics, and sales collateral.
- Organized design assets into a centralized brand library for consistent use across teams.

Graphic Designer

EngageClick (now [24]7) | Palo Alto, CA

August 2013 – August 2014

- Designed animated ad units for web, mobile, and desktop at an early-stage ad tech startup.

EDUCATION

Samara State Academy of Social Sciences & Humanities | BA, Linguistics

Samara Art School | Fine Arts coursework

Boulder Digital Arts | UI/UX Design Certificate

PHOTOGRAPHY

Outside of work, I make art with a camera and some mountain light, telling stories through Colorado landscapes at [@i.sherman](https://www.instagram.com/i.sherman).