

# Sharon Isadora Levy

Venice, CA | sharonisadora.levy@gmail.com | 323.395.7817 | www.sharonisadorelevy.com

## EXPERIENCE

**Honey Science Inc**, Los Angeles, CA  
**Creative Director**

May 2017- present

Manages and directly contributes to design team responsible for designing product UX/UI spanning web, extension, mobile, and outbound marketing effort such as landing pages, email campaigns and social content. Works with PMs to continuously create and implement solutions for improved user experience.

- Redefined brand value props, product messaging, and redesigned interactive assets for paid acquisition landing pages improving CTR by 28%
- Redesigned post install on-boarding focusing on a user-centered approach improving comprehension of product offering and increasing engagement of new Honey users with first time use of main product features

**Boston Consulting Group Digital Ventures**, Manhattan Beach, CA  
**Senior Design Strategist | Clients: Medtronic, Go Pro, IBM, Bill & Melinda Gates Foundation**

June 2014 – March 2017

Worked with design, strategy and engineering teams to create and launch differentiated products and services for corporate partners. Lead customer need definition as well as concept, prototype and user specifications' documentation delivery.

### PRODUCT DESIGN

- Led design team in creating a northstar prototype for a GoPro editor/content creator marketplace and future vision explainer video earning a greenlight for beta, and thus earning BCG a \$2M increase in business to move into build phase
- Led product/design team in creating Becton Dickinson patient/clinician facing tools to empower mid-tier health care providers to more broadly & effectively deliver their model of coaching proven to improve outcomes in diabetic patients

### DESIGN RESEARCH

- Led research of shifting from B2B to B2C, created direct to consumer (DTC) platform for IBM E-commerce Northstar; saw 3x conversion to cloud marketplace at the launch of beta testing
- Led formal clinical study with 40 patients/clinicians for companion app of connected care platform; designed features aimed to raise compliance through patient centric design derived from formative patient study; 1st Medtronic partner to implement behavior change strategy

**Sharon Isadora Creative Services: Product Design, UX/UI, Illustration** Venice, CA  
**Founder & Designer | Clients: Facer, the New Yorker, Disney Parks and Resorts**

January 2010 – Present

- Illustrates and animates gif series for The New Yorker website and cartoons for The New Yorker Print; Created first gif series for the New Yorker Daily Shouts online
- Creates smartwatch apps & iOS stickers; Hi Mom iMessage stickers featured in the app store after 1st day of release

**BMW Designworks**, Newbury Park, CA  
**Design Strategist | Clients: AMGEN, BMW**

October 2013 – May 2014

- Partnered with Amgen CX team in creating a patient centric marketing tool to depict a visualization of chronic disease patient journey, allowing global marketing teams to plan campaigns/communications at meaningful touch points
- Planned and executed BMW's multi-city immersive research initiative to inform requirements for STAR car architecture

**Kingmaker (an Amplify portfolio company)**, Los Angeles, CA  
**Product Designer**

August 2012 – September 2013

- Created cohesive brand visual design of e-commerce platform considering the authentic voices of content creators, needs of beauty tutorial content consumers, and the expectations of content delivery in the current media landscape

**ID Workshop**, Portland, OR  
**Footwear Designer | Clients: Nike, Adidas, Solomon, Vasque, Keen**

June 2011 – June 2012

- Developed briefs in performance footwear product categories
- Led all phases of process design, from research and concept development to final technical packages; design scopes included establishing design language, technology innovation and seasonal trends

**Stuart Karten Design**, Marina Del Ray, CA  
**Product Designer | Clients: Hitachi, Samsung**

October 2009 – January 2010

- Supported definition and creation of new data storage solutions based on lifestyle behaviors resulting in the Hitachi Lifestudio product line; led development of detachable mobile storage component

## SKILLS

**Design:** User research, Concept Development, Feature Definition UX/UI, Rapid Prototyping, Illustration, Animation

**Software:** Illustrator, Photoshop, After Effects, Sketch, InVision, Zeplin, Solid Works, Keynote, PowerPoint

**Languages:** English, Spanish, French

## PUBLICATIONS

**The New Yorker:** Cartoons in print and online

**The New York Times:** Cartoons in print

**Taschen:** Product Design in the Sustainable Era, featured design Moietea tea set and packaging

## EDUCATION

**Art Center College of Design, Pasadena, CA | BS Product Design**  
**UCLA, Westwood, CA | BA Spanish & Linguistics**

Sept 2009

January 2001