

Sharon Isadora Levy

Product Designer & Content Creator

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EXPERIENCE

WeeCare Inc, Marina Del Rey, CA

May 2019 - present

Lead Product Designer

Defines product requirements and designs new features for WeeCare mobile apps and website based on business goals and user needs. Works directly with CTO and engineering team to implement designs and deploy them to WeeCare user base.

- Led design and implementation for automated text generation for daycare listings, increasing the number of live listings per day by 4x
- Led design and implementation for provider activities feature improving the user experience through flexible scheduling and customization

Sharon Isadora Creative Services

April 2017 - present

Clients: The New Yorker, Harper Collins, Overheard

Pitches, writes, illustrates, and animates humor series and illustrations for magazines, books, websites and social media.

- Published cartoons and humor series in the New Yorker magazine (print and web)
- Created first-ever animated gif series for the New Yorker Daily Shouts online
- Pitched scripts and executed illustrated humor series for Overheard LA
- Illustrated upcoming survival book published by Harper Collins

Honey Science Inc, Los Angeles, CA

May 2017 - Oct 2018

Creative Director

Managed and directly contributed to the design team responsible for both product experience UX/UI and outbound marketing efforts. Identified solutions for improved user experience with a focus on new users and worked with PMs to implement designs. Defined brand and product benefits to inform and convert new users to the rapidly growing Honey shopping platform. Acquired by PayPal for \$4B.

- Streamlined value prop, brand messaging and assets for paid acquisition landing pages improving CTR by 28%
- Produced first official Honey explainer video in collaboration with creative team capturing over 25M views
- Redesigned post-install on-boarding focusing on a user-centered approach improving comprehension of product offering and increasing exposure and retention of new Honey users

Boston Consulting Group Digital Ventures, Manhattan Beach, CA

June 2014 - March 2017

Senior Design Strategist | Clients: Medtronic, Go Pro, IBM, Bill & Melinda Gates Foundation

Worked with design, strategy, and engineering teams to create and launch differentiated products and services for corporate partners. Led customer need definition as well as concept, prototype and user specification 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 green-light for a beta development, and thus earning BCG a \$2M increase in business to move into the 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 (D2C) 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 a formative patient study; 1st Medtronic partner to implement a behavior change strategy

BMW Designworks, Newbury Park, CA

October 2013 - May 2014

Design Strategist | Clients: AMGEN, BMW

- 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

SKILLS

Design: Illustration, animation, creative direction, art direction, storyboarding, user research, persona creation, feature definition, UX/UI, prototyping

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

Languages: English, French, Spanish

PUBLICATIONS

The New Yorker: Cartoons in print and animated series online

Harper Collins: Cover and illustrations for "How to Drag a Body" by Judith Mattloff

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, CA | BA Spanish and Linguistics