

Sharon Shalvi

Senior UI Designer

410-507-3415 | sshalvi@gmail.com | linkedin.com/in/sharonshalvi

Work Experience

Senior UI Designer, GEICO, 2012 – Present

Mobile Kit Redesign: Defined the implementation strategy to update the mobile app's design kit for the company's rebranding. Created the roadmap for Day 1 implementation to provide a published design kit in an aggressive two-month deadline.

GEICO DriveEasy: Designed the core experience for the first insurance telematics feature (iOS/Android). Gave creative direction to vendor and development teams to ensure visual quality standards from inception to delivery. Presented design solutions through all stages of the project to stakeholders and executives.

Augmented Reality (iOS/Android): Led the daily design efforts to implement augmented reality capabilities. Defined high level designs, detailed flows, and screen interactions. Delivered design solutions to meet and exceed technical considerations to deliver an insurance industry leading product.

Creative Leadership: Managed the annual summer internship program from 2016-18. Created onboarding strategies, schedules, and led interns through creative reviews, evaluations, and presentation strategies. Onboarded peer designers with tools, techniques, and organizational culture in a formal mentorship capacity.

Strategic Training: Co-developed and implemented a design/UX training and knowledge sharing framework consisting of interactive workshops and real-time design exercises on a bi-monthly basis to encourage a collaborative idea sharing environment.

Awards

Webby People's Voice Winner - GEICO Mobile, 2020

Webby People's Voice Winner - GEICO DriveEasy, 2020

Senior Visual Designer, United Communications Group, 2009 - 2012

Supported a diverse group of internal publishing clients in industries ranging from oil pricing, telecommunications, and healthcare. Designed web sites for all manner of training and industry events. Conceptualized and designed print materials to support all

client initiatives and projects. Designed brochures, banners, flyers, workbooks, and signage for all projects. Supported development peers in deploying client projects by providing CSS and visual assets. Designed the UI for internal applications. Trained and mentored junior team members and interns.

Web Designer and Developer, Performance Institute, 2008 - 2009

Updated and maintained the company's consumer facing web site as well as microsites for educational and training events. Designed digital advertising banners and promotional emails.

Graphic Designer and Web Developer, Maryland Pennysaver, 1997-2008

Designed, developed, and maintained consumer facing web sites, intranet, and other digital projects. Designed and managed production of web art including homepage banners, animated gifs, and digital advertisements. Designed and wrote copy for spec advertisements. Designed promotional and marketing pieces, including monthly marketing newsletter and media kit.

Education

University of Maryland Global Campus (Continuing Education)

MA, Integrated Design, University of Baltimore

BA, Advertising Design, University of Maryland, College Park

Software & Skills

Project Management

UI Design

Figma

Peer Mentoring

Responsive Web

Adobe Creative Suite