

LINKEDIN
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SHONA LOVIE

Senior UX content lead, product strategist, and narrative builder. Proven track record in user experience, AI conversation design, storytelling, and content strategy for diverse product initiatives.

EXPERIENCE

Senior UX Content Designer

Verily Life Sciences
South San Francisco, CA
(remote)
2021-2025

Strategic Leadership

- **Spearheaded content strategy** for core consumer and enterprise platforms, including the Verily Me user app, Clinical Studies Platform, Provider Console, and eConsent
- **Partnered with executive leadership** to articulate and shape a cohesive strategic vision for the Clinical Studies Platform
- **Directed content initiatives** for critical clinical research programs in Type 1 Diabetes, Mental Health, and Heart Health, ensuring consistent user experience and value propositions

AI & Conversation Design

- **Designed and launched** AI-driven conversation flows for a weight loss program, including creating the AI's character, personality, and guiding principles
- **Led AI thought leadership** by developing and implementing reusable frameworks for conversation design, such as LLM guardrails and evaluation models

Cross-Functional & Process Improvements

- **Drove cross-functional initiatives** by collaborating with engineers, product managers, researchers, and designers to deliver on product goals
- **Authored and launched a Consumer Voice and Tone Guide** to ensure consistent consumer brand voice across products

Senior Digital Community Manager

Understood
New York, NY
2019-2021

People Leadership & Optimization Strategy

- **Directed omnichannel strategy and operations** for Understood's digital communities, supporting families of children with learning differences
 - **Wunder by Understood app** - designed and executed data-driven engagement and moderation strategies, optimizing for user experience and discoverability
 - **Facebook communities** - grew membership by 6,000 and implemented data-driven strategies to foster active discussions
- **Supervised a team of four community managers** and moderators, guiding them to execute on engagement and moderation strategies

Digital Community Engagement Manager

Leukemia & Lymphoma Society
Rye Brook, NY
2016-2019

Product Ownership and Growth

- **Grew the online patient community** from inception to over 15,000 members, connecting blood cancer patients with vital resources and support
- **Developed data-driven engagement strategies** and oversaw platform upgrades based on insights from SQL and Google Analytics
- **Hosted episodes** of the LLS podcast, "The Bloodline with LLS"

Content Editor

MERGE Atlanta
Alpharetta, GA
2015-2016

Content Strategy and Information Architecture

- **Created and managed content** for major hospital websites (Westchester Medical Center, Beacon Health System)
- **Established and executed** a unified information architecture and content categorization system across a portfolio of hospital websites

Research Study Specialist

Memorial Sloan-Kettering Cancer Center
New York, NY
2009-2014

Clinical Research & Scientific Communication

- **Co-authored nine journal articles** and created presentations for major medical conferences, including the International Conference on Malignant Lymphoma
- **Managed prospective clinical trials** for breast cancer, leukemia, and lymphoma
- **Implemented and evaluated** a video decision-making tool for palliative care patients

----- E D U C A T I O N -----

The University of Georgia Athens, GA

Master of Public Health, Health Promotion and Behavior
Graduate Teaching Assistant, Health and Wellness 1710

The University of Georgia Athens, GA

Bachelor of Arts, Sociology and Anthropology
Honors and Awards: Presidential Scholar, Dean's List

----- P R O F E S S I O N A L S K I L L S -----

Strategic Leadership: Content Strategy, UX Writing, Digital Community Management, Cross-Functional Collaboration, Mentorship, Public Speaking

Research & Data: Data Management and Analysis, Research and Survey Design, Google Analytics, Qualitative Research

Tools: Figma/FigJam, Drupal/Wordpress/Contentful, Salesforce, Asana, Agile/Jira, SQL, Looker