



Sharon Handy

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Experience

- Principal**
Handymakes Creative Studio
2015 – Present
- Head of creative content, media development, and communications for Handymakes, a multimedia storytelling and visitor engagement studio. Areas of concentration include:
- Mobile app development, including ideation, writing, storyboarding, user interface design, graphics, and programming for both iOS and Android
 - Video ideation, scripting, storyboarding, production scheduling, and production team building and management
 - Content development, copywriting, and editing across a wide range of professional written formats, including SEO-optimizing web content, marketing materials, and editorials
 - Freelance exhibition content and communications development
 - Prop-making, costuming, and set design
 - Voice-over and narration
- Senior Project Manager
& Head of Creative Content**
Hands On! Inc.
St. Petersburg, Florida
1993 – 2016
- Headed the creative conceptualization, development, design, and fabrication of exhibits for more than 40 science centers, children’s museums, art museums, history centers, aquariums, and interactive learning spaces experienced by 60 million visitors (and counting) in the US and abroad. Responsibilities included:
- Assembling and managing diverse, highly collaborative teams of clients, content experts, evaluators, idea generators, designers, artists, and engineers to produce a project from initial concept through final installation
 - Developing, writing, and producing exhibit master plans, including educational foundations, curriculum connections, and operational guidelines
 - Innovating unique exhibit ideas that convey complex content to visitors of all ages and widely varying backgrounds
 - Prototyping and refining exhibit concepts to improve visitor experience based on evaluation data and direct/indirect user feedback
 - Researching and writing more than one thousand interpretive and instructional labels to improve the visitor experience and express each client’s particular brand, voice, and desired institution-user relationship
 - Researching, storyboarding, scripting, and designing effective user interface modes for interactive media exhibits
 - Graphic and multimedia art direction and production management
 - Acquiring and curating photographs and objects ranging from a brigantine model to zebra bones and the world’s first laser, many of which had surprising stories attached

- Developing clear, easy to use teacher guides and demonstration scripts to enhance learning both between and beyond the museum’s walls
- Creating and managing multimillion dollar budgets
- Comprehensive design and management of multiyear project schedules encompassing hundreds of individual item tracks
- Writing grants, proposals, and contracts
- Authoring articles and session presentations for professional organization publications and conferences
- Concepting, developing, writing, and designing promotional materials, advertisements, and web content for both company and clients

Grant/Technical Writer Authored successful grant proposals resulting in \$16 million in scientific research funding, including the DARPA-based core funding that led to the USF Center for Ocean Technology. Initiated a fundraising program for summer STEM education programs for at-risk children. Edited scientific journal manuscripts for publication.
 University of South Florida
 St. Petersburg, Florida
 1991 – 1993

Education & Honors

Master of Arts, Literature, with honors, University of South Florida
 Graduate Studies Fellowship, University of South Florida
 Bachelor of Arts, Literature, with honors, University of South Florida
 Neila Eliason Award in the Humanities
 Intensive Study Program, Literature and Art History, Cambridge University

**Publications
& Presentations**

“Personality with Purpose: Designing a Relationship with Visitors”. Hand to Hand (publication of the Association of Children’s Museums) 28.4 (2015): 11.

“Adding a Scientist to the Children’s Museum Equation: An Interview with Astronomer and ‘Pluto Killer’ Mike Brown.” Hand to Hand 25.1 (2011): 4-10.

“Splinters from Green Materials: Conversations About the Frictions of Green Exhibition Design.” The Exhibitionist (publication of the National Association for Museum Exhibition) Spring 2010: 56-64.

“Decision Making On Purpose: Translating Organizational Identity into Effective Experiences.” Handbook for Small Science Centers. Yao, Cynthia (ed) 2003: 97-102.

“An Oasis of Peace.” Innovation, the Yearbook of Industrial Design Excellence Fall 2002: 116-120.

“Professing the Word.” The Exhibitionist Fall 1995: 37-39.

“The Incomparable Astraea: Aphra Behn and the Female Voice.” Panel Presentation, Southeastern Women’s Studies Association Conference, 1993.

“The Cult of the Grotesque in the House of God: Romanesque Cathedral Art.” Panel Presentation, International Conference on the Fantastic in the Arts, 1992.