

CEO | FOUNDER | CONVERSATIONAL PRODUCT DESIGNER

Designer & writer with a business mind. Identifying & building strategic opportunities in Conversational A.I. Global mindset & background. Over 12 years experience creating & guiding cutting edge technology at the intersection of visual and sonic design.

AREAS OF EXPERTISE

End to end Conversation Design
End to End Multimodal Product Design
IVR | Voice Assistants | Chatbots
| AR & VR | UX & UI |
AI Training | NLU & NLP
Public Speaking
Ethical AI
Thought Leadership
Strategic Planning
Growth Strategies
Cross-Functional Collaboration
Team building & Motivation
Contract Negotiation
Forecasting and Cash Flow Management

TOOLS

Figma. Invision. Adobe XD.
Sketch. Natural Language Processing. Natural Language Understanding. Google Dialogflow. Botsociety.
Lucidchart. Excel. Slack. Asana.
Google Drive. Microsoft Teams.
Adobe Creative Suite. Voiceflow.
Mural. Trello. Teams. Adobe Creative Suite. HTML. CSS.
Javascript. Finalcut.

PEOPLE SKILLS:

Empathy. Teamwork. Follow-through. Communication. Humor.

LANGUAGES

Native English. Heritage Spanish.

RELEVANT EXPERIENCE

Netavox, Founder & CEO, Conversational Product Designer

03/2022-CURRENT

Innovative, collaborative, and visionary C-Suite Leader with extensive experience strategizing, designing, and building technology at the center of visual & sonic design

Connecting U.S. tech knowledge and organizations to LATAM skilled workers
Focus on building equitable, ethical AI and leveraging that data into precision bilingual systems

Created organizational structure, long term company vision and strategy for growth
Conversational AI expertise: established design systems, mentored junior Conversational Designers, and planned end to end strategy for IVR, Chatbots, and Voice Assistants

Mother Tongue, Conversation Designer & AI Trainer

03/2022-CURRENT

Contracted to strategize, write, test, and deliver language and AI training for a major FAANG company's new Voice Assistant.

Waterfield Technologies, Consultants, UI/VUI Designer

02/2021 - 03/2022 (Selected Projects)

- **Allina Health, Lead Product Designer**

Spearheaded and transformed design for custom CTI Contact Center/CMR Software for medical call center, serving more than 28,000 employees, 6,000 associated and employed physicians, 11 hospitals, and 90 clinics

Partnered with client to establish scope of project and design needs

UX Research, Personas, Journey Maps, Market Research, Information Architecture, User Interface Design, User Testing, Prototype, Iterated with developers

- **Tribune Publishing/Finishline/Blueworx, Lead Product Designer**

End to end design of custom Call Center Interface Visual Software

Partnered with PM's to establish scope of project, design needs,

UX Research, Journey Maps, Market Research, Information Architecture, User

Interface Design, Prototype, handoff to front end developers, Iterated with developers

- **AutoZone, IVR Designer**

Designed English, US Spanish, and Mexican Spanish IVR phone system, serving 6,400 stores across the U.S., Mexico, Puerto Rico, Brazil and the US Virgin Islands.

Produced and Presented Sample Call Scripts, Designed IVR user flows, Collaborated with clients on revisions and iterations, Created Phrase Lists, Translated IVR to US Spanish, Collaborated with front end developers

- **GAP & GAP Canada, IVR Designer**

Redesigned IVR system flows, updated the VUI (Voice User Interface document), Recorded Spanish IVR phrases for the Dev Environment, QA'd and scripted test for the updated IVR

- **John Deere Financial, AI Trainer & Visual Product Designer**

Generated, organized, categorized, and entered data to train the AI in Google Dialogflow for IVR phone system serving the world's largest farm machinery manufacturer, and designed Visual User Interface for IVR Special Messages

PROFESSIONAL HONORS

'Women in Voice' Career Accelerator Lab 1st Cohort

Sundance Screenwriter's Lab Semi-Finalist 2007 & 2014

NY Public Theater's Emerging Writer's Finalist. Jerome Fellowship Finalist

EDUCATION

California Institute of the Arts, MFA Writing for Performance

University of Texas at Dallas, BA Interdisciplinary Studies

General Assembly, UX Design Immersive Fellow

RELEVANT EXPERIENCE (CONT'D)

Meta/Facebook, Invitee Conversation Designer, Bridge Builders Program

11/2021 - 12/2021

Invited to 8-week program that pairs Meta/Facebook Content Designers with participants who are interested in learning about the design discipline at Meta. Mentored by Conversation Designer from Facebook Reality Labs. Designed, prototyped, and presented an AR experience imagining the future of Ray-Ban Stories

Prosodio, LLC, Lead Content Designer | UX Designer |

03/2020 - 07/2021

Drove the ideation, design, and strategy of an Interactive Educational Voice Software UX Research, Information Architecture, Wireframes, Storyboards, Usability Testing, Prototype, and Presentation, head of Content Strategy. Prototype requested by the Temple, TX school district for usability testing

Wolf Bones Media, Creative Director

01/2009 - 03/2021

Wrote and directed Emerald Underground, Short Narrative Film
Created, Wrote, and Designed Immersive AR Performances for Fusebox International Arts Festival and Fulbright Portugal, wrote and Designed Concept Album and Graphic novels Volumes 1-4