

# GIULIANA IPPOLITI

UX DESIGN

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## EXPERIENCE

### Chatbot Conversational Designer

Decathlon, 2022. España..

Design and develop a chatbot for the internal legal department in Spain. Used cognitive AI technology (all in natural language).

### Chatbot Conversational Designer

Somos Impulso | Soy Maratonista, 2022. LATAM

Created dialogue flows, wireframes and conversation architecture/logic. Platform: collect.chat

### Video game's conversational Designer

Big Monster Games | United Nations. 2021. LATAM.

Created impactful and engaging end-to-end dialogues for conversational interfaces . Topic: guidance for victims of rape and sexual assault.

### Content Designer - User Experience

Freelancer. 2016 - Current.

Led the visual language of projects, focusing on interaction design and collaborating with researchers, designers, UX/UI designers, and programmers. My activities included: Defining visual guidelines for interactive systems; Prototyping, and Communicate ideas with sketching.

### Interaction Content Designer

Freelancer. 2021 - 2021

Collaborated with multi-disciplinary teams in several projects, two of them: the interaction design of a medical website and the UX of a well-known LATAM women's web magazine. I contributed to all stages of those projects: • Concept ideation; • Design architecture; • UX writing.

### Content Designer - Courses

Freelancer. 2021 - Homuork. Spain..

Developed a writing course combining the basics of Data Visualization theory. The program was split in 2 modules, with an emphasis LGBT+ diversity and inclusion.

## EDUCATION

### MBA Web Design UX | UI

ESDESIGN, ES. | Nov, 2023.

### MBA Narrative Journalism

Barcelona University - Columbia University, NY. | Oct, 2016.

### B.A. International Relations.

Universidad Santa María. VE. | Jul, 2009.

## PROFICIENCY

- Figma, Adobe XD, Illustrator, inDesign.
- CSS, HTML
- Storytelling
- SEO
- English

## ACCOMPLISHMENTS

- Leads and sales grew by 35% in the first quarter after Soy Maratonista's Chatbot implementation.
- User satisfaction after purchasing the info products increased by 25%; The Red21 Network Inc,
- Users reported feeling more comfortable interacting on the international shipping website; Lonbox.

## COURSES

- Video Game Writing Essentials - Edx.
- Shane Snow on Storytelling - LinkedIn.
- UX Writing & UX Editing - Crehana.
- HTML - Google.