G I U L I A N A I P P O L I T I

CONVERSATION / UX DESIGNER

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◉ Barcelona, Spain.

EXPERIENCE

UX Designer | UX Writer
Freelancer| 2024 - Doctor Heal.

DI deconstructed the existing design to build a new one based on UX best practices, the persona, and the brand's goal of scheduling medical appointments. I also conducted the testing using Microsoft's Clarity and implemented improvements. Within 10 days of testing, approximately 200 sales were recorded, whereas from November 1, 2023, to January 4 (2 months), there were 500 sales.

UX Designer | UX Writer
Freelancer| 2023 - App Nakir

UX/UI design for a sports application. Flows and prototyping in Figma.

Chatbot Conversational AI Designer
Decathlon, 2022. Spain.

Design and develop a chatbot (NLP/NLU/NLG) for the internal legal department in Spain. Used cognitive AI technology with the tool Cognigy. **The bot now rolling it out to 160 stores in Spain.**

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. Tool: Unity.

User Experience Designer
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; Wireframes, Prototyping, and Communicate ideas: Stakeholders.

EDUCATION

MBA Web Design UX | UI
ESDESIGN, ES. | Nov, 2023.

MBA Narrative Journalism
Barcelona University - Columbia University, NY. | Oct, 2016.

B.A. Diplomacy
Universidad Santa María. VE. | Jul, 2009.

PROFICIENCY

• Figma, Adobe XD, Alexa Skills, Cognigy, VoiceFlow, DialogFlow, Unity.
• CSS, HTML.
• SEO.

LANGUAGE

• Spanish, native.
• English, professional.

HIGHLIGHTS

• Engage with clients to understand their business, user personas, and intents for the bot solution.
• Create prototypes, wireframes, and templates that shows the conversation design to customers and development teams.
• Bot post-implementation: analysis of user interactions and data to enhance the overall user experience.
• Experience working in diverse and multicultural environments.

COURSES

• Video Game Writing Essentials - Edx.
• Shane Snow on Storytelling - LinkedIN.
• UX Writing & UX Editing - Crehana.
• HTML - Google.
• Customer Experiences with Contact Center AI - Google Cloud.