GIULIANA IPPOLITI

CONVERSATIONAL UX DESIGNER |
GENERATIVE AI | LINGUISTICS

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Barcelona, Spain.

EXPERIENCE

Chatbot, Conversational Designer
Freelancer| 2025 - Garaje de Ideas, Iberdrola
Improved contract flow efficiency for virtual assistant Ibe. Redesigned interactions and implemented best practices for conversational UX. (Rule-based architecture). Tool: Imbee.

Product Designer
Freelancer| 2025 - Garaje de Ideas, Vodafone

Redesigned key digital touchpoints, including product pages and the mobile plan configurator, improving usability and user flow. Led the design of a new app experience for requesting mobile technical services. Conducted A/B testing to validate design decisions and optimize performance. Collaborated cross-functionally with product managers and developers.

Chatbot Conversational UX Designer
Decathlon, 2022. Spain.

Designed a Cognigy-based NLU, NLP chatbot to support 170+ stores in Spain with legal FAQs, contract generation, insurance documentation, and internal processes. Reduced common legal inquiries by 75%. Tool: Cognigy.

Chatbot Conversational Designer
Somos Impulso | Soy Maratonista, 2022. LATAM

Created dialogue flows, wireframes, and conversation architecture/logic. (Rule-based architecture) Tool: 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 - Ongoing
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 communicating ideas to 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

• AI generativa, LLM, NLU, NLP. Figma, Cognigy, VoiceFlow, DialogFlow, Unity.
• CSS, HTML.

LANGUAGE

• Spanish, native.
• English, C1.

HIGHLIGHTS

• Led chatbot **strategy and design**, engaging with clients to define user intents, personas, and business goals.
• Applied **linguistics** and conversation design principles to **craft natural, effective user interactions.**
• Collaborated in diverse, multicultural environments across sectors.
• Communicated conversational flows clearly to stakeholders and **ensured effective handoff to development teams.**
• Experienced in NLU, NLP, LLMs, and generative AI for chatbot solutions.

COURSES

• Video Game Writing Essentials - Edx.
• Ethical Principles for Conversational AI - Linux Foundation.
• Customer Experiences with Contact Center AI - Google Cloud.
• Cognigy AI Foundation Course.
• Building Smart Business Assistants with IBM Watson.
• Dialogflow CX: Bot Building Basics.