

# GIULIANA IPPOLITI

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📍 Barcelona, Spain.

## EXPERIENCE

### CONVERSATIONAL DESIGNER

LLM, Generative AI, LINGUISTICS

#### Chatbot, Conversational Designer

2025 - Garaje de Ideas, Iberdrola. Spain.

Designed a decision-tree conversational bot for Iberdrola to streamline electricity plan purchases and FAQs. Focused on UX heuristics, intuitive flows, clear CTAs, and cross-functional collaboration, delivering scalable guidelines to enhance user experience, trust, and conversions. Tool: [Imbee](#).

#### Chatbot Conversational UX Designer

2022 - Decathlon, 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

2022 - Soy Maratonista. Chile.

Created dialogue flows, wireframes, and conversation architecture/logic. (Rule-based architecture) Tool: [collect.chat](#).

#### Video Game Conversational Designer

2021 - United Nations. Mexico.

Created impactful and engaging end-to-end dialogues for conversational interfaces. Topic: guidance for victims of rape and sexual assault. Tool: [Unity](#).

### UX DESIGNER

#### Product Designer

2025 - Garaje de Ideas, Vodafone. Spain

Redesigned product pages and the mobile plan configurator to improve usability. Led the design of a new app for mobile technical services, validated through A/B testing, and collaborated with product managers and developers.

#### UX/UI Designer

2025 - Puratos. Belgium

Designed the Document Library to provide customers with easy access to the most relevant product documentation. It's seamlessly integrated into each customer's private area, ensuring a centralized and intuitive experience.

#### User Experience Designer

2025 - KS TF AG. Switzerland.

Redesigned the UX/UI of two Financial Management systems to support financial analysts in conducting compliance analysis, portfolio management, metric comparison, and credit rating.

#### User Experience Designer

2023 - Doctor Heal Online. Spain.

Redesign the appointment page to increase sales. Through research, data analysis, and the implementation of targeted solutions, scheduled appointments increased by 200%, reaching 119,000€ within two months

## EDUCATION

#### MBA Web Design UX | UI

2023 - ESDESIGN, ES.

#### MBA Narrative Journalism

2016 - Barcelona University & Columbia University, NY.

#### B.A. Diplomacy

2009 - Universidad Santa María. VE.

## 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.

## PROFICIENCY

- AI generativa, LLM, NLU, NLP.
- Figma, Cognigy, VoiceFlow, DialogFlow, Unity.

## Knowledge

- Python, CSS, HTML.
- mindstudio.ai

## LANGUAGE

- Spanish, native.
- English, C1.

## Eligible to work

- European Union, EEE.
- Argentina, Brasil, Colombia.