

# GIULIANA IPPOLITI

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📍 Barcelona, Spain.

Conversation UX Designer with 12 years of experience helping companies shape meaningful chatbot and conversational experiences. The following is my most recent work.

## 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.

### User Experience Designer

2025 - KS TF AG. Switzerland.

Designed 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% within 2 months

## EDUCATION

### MBA Web Design UX | UI

2023 - ESDDESIGN, ES.

### MBA Narrative Journalism

2016 - Barcelona University & Columbia University, NY.

### B.A. Diplomacy

2009 - Universidad Santa María. VE.

## COURSES

• Designing Generative AI for conversations and content. • 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. • Video Game Writing Essentials, Edx.

## PROFICIENCY

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

## Knowledge

• Python, CSS, HTML.  
• mindstudio.ai

## LANGUAGE

• Spanish, native.  
• English, C1.

## Elegible to work

• European Union, EEE.