

# Vivian Pearson

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## SUMMARY

Innovative Conversational AI Designer with over 5 years of experience crafting user-centric conversational experiences across digital platforms. Expertise in designing interactive voice response systems and effectively creating user journeys that align with business objectives. Proven ability in mentoring junior designers and facilitating impactful design workshops. Skilled at leveraging data-driven insights to enhance user interactions, while ensuring strict adherence to brand guidelines resulting in increased customer satisfaction. Eager to lead projects that prioritize the user's voice in every design decision made.

## EXPERIENCE

### Senior Conversational Designer

August 2022 - Present

Creative AI Solutions

Chicago, IL

Oversee conversational design for various voice and chat applications at a leading firm. Directly collaborate with product teams and engineers to ensure robust integration of functionalities.

- Lead design and implementation of user-centric conversational flows for diverse platforms, enhancing engagement and usability.
- Collaborate cross-functionally with technical and clinical stakeholders to incorporate design solutions aligning with system requirements.
- Mentor junior designers on human-centered design best practices, fostering a culture of knowledge sharing within the team.
- Develop comprehensive prompt catalogs, ensuring consistency and quality in conversational interactions across multiple platforms.
- Conduct ongoing evaluations of conversational usability using data-driven insights, refining designs through user testing feedback.
- Facilitate creative design workshops, promoting innovative problem-solving approaches that yield actionable design improvements.

### Conversational Designer

June 2020 - July 2022

NextGen Tech

Evanston, IL

Designed exceptional conversational experiences specifically for healthcare apps, contributing to significant enhancements in user satisfaction and interaction ease.

- Craft engaging dialogues for healthcare applications, achieving marked improvements in user satisfaction through streamlined communication.
- Draft detailed user interface specifications and recording scripts, maintaining high quality aligned with established brand standards.
- Partnered closely with product teams to analyze user journeys, facilitating refinements to conversational flows that reduced drop-off rates.
- Established contextualized voice personas informed by demographic studies, ACROS branding, and user research findings.
- Worked alongside engineering teams to troubleshoot design hurdles, securing project timelines and maintaining functional integrity.
- Engaged in rigorous user testing sessions, gathering qualitative insights to guide iterative improvements on conversational designs.

## LEADERSHIP & AWARDS

- Dean's List, University of Illinois, 2025
- First Place, Statewide UX Design Competition, 2024

## EDUCATION

### Bachelor of Arts in Human-Computer Interaction

2025

University of Illinois GPA: 3.8

Champaign, IL

**Coursework:** Cognitive Psychology, User Research, Interface Design, Software Development

## CERTIFICATIONS

- Certified Conversational Interaction Designer 📅 2026
- User Experience Design Fundamentals 📅 2025

## TECHNICAL SKILLS

- **Design Tools:** Figma, Sketch, Adobe XD
- **Evaluation Methods:** A/B Testing, Usability Testing, User Feedback
- **Collaboration Platforms:** Trello, Asana, Slack
- **Prototyping Techniques:** Wireframes, Mockups, Interactive Prototypes
- **Conversational Technologies:** Automated Speech Recognition, Natural Language Processing, Dialogflow
- **Programming Languages:** HTML, CSS, JavaScript
- **User Research Methods:** Surveys, Interviews, Focus Groups

- **Graphic Design Tools:** Adobe Photoshop, Illustrator, InVision
- **Documentation Standards:** Style Guides, Best Practices, Specification Documents
- **Agile Methodologies:** Scrum, Kanban, Lean

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## SKILLS

- Conversational Design
- User Experience (UX)
- Voice User Interfaces (VUI)
- Human-Centered Design
- Data Analysis
- Prototyping Tools
- Cross-Functional Collaboration
- Wireframing
- Technical Specifications
- Quality Assurance
- User Testing
- Project Management
- Agile Methodologies
- Brand Identity
- Mentoring
- Content Strategy

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## PROFESSIONAL AFFILIATIONS

- Member, UX Design Society, 2023 - Present
- Volunteer Mentor, Local Coding Bootcamp, 2022 - Present

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## LANGUAGES

- English (Native)
- Spanish (Intermediate)

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## ADDITIONAL INFORMATION

**Work Status** : Authorized to work in United States. No sponsorship required.

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## REFERENCES

AVAILABLE ON REQUEST