

Olivera Bay – Senior Conversation Designer

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UX Portfolio <https://www.oliverabay.ca> | Art Director/Graphics Portfolio <https://www.behance.net/oliverab>

Award-winning Senior Conversation Designer working across several touch points and surfaces. Driven to create a conversational, cohesive, and interactive voice & chat experience within an ecosystem. Over 10 years combined experience designing graphical including multi-channel, multi-modal conversational interactions in English & French within health, retail, mobility, financial, & education. 1st Place Award: 2022 Bot Competition for BELLA Health virtual assistant.

Proven ability to define a scalable conversation design workflow with the vision to accelerate adoption of new artificial intelligent technologies. Collaborate within product teams and go-to-market teams to analyze and prioritize opportunities, constraints, and features—advocating for the end-user while balancing priorities and team goals.

Relevant Accomplishments

- **1st Place Award:** 2022 Bot Competition for BELLA Health virtual assistant. **2022**
- **2022 Cerence Hackathon:** Outstanding presentation award certificate. **2022**
- **ADPlist Mentor Award:** Coach UX designers, 1,000 mentorship minutes award. **2022**
- **Volunteer: Conversational Collective:** Lead virtual talks with conversational AI leaders. **2021 - present**

Experience

Cerence Technology - Bilingual Voice UX Designer (French/English) **05/22 - 02/23**

- **Lead, conceptualize & iterate** on high-quality end-to-end designs for voice conversational user interfaces
- **Create natural dialog flows**, wireframes and reusable patterns that clearly convey a conversation architecture to engineering teams.
- **Drive adoption increase** of a conversational assistant by **10%**.
- **Contribute to strategic decisions** with the rest of the product and workshop with the executive teams.
- **Collaborate with UX researchers** to create and conduct user research and usability testing.
- **2022 Hackathon** Outstanding Presentation Award Certificate.

Master Of Code Global - Bilingual Conversation Designer (French/English) **07/21 - 05/22**

- **Spearhead** end-to-end conversational solutions with the aim to continuously optimize for the seller experience as well as the health, education, fashion, and rental property verticals.
- **Design** conversational touch points such as greetings, proactive notifications, transitions, error handling and hand-offs—balancing multiple goals, constraints, and partners to create a smooth UX experience.
- **Analyze** conversational assistant data with the goal to **increase containment rates to 35%**.
- **Create and test** new ideas for conversational assistants within a cross-disciplinary, agile team.
- **Define** bot personas, interaction design models, and interface graphics.
- **1st Place - 2022 Chatbot Conference** for BELLA Health's virtual assistant. A first of its kind at-home rapid Covid-19 program using conversational AI and interactive videos.

Bell Telecommunications - Bilingual Conversation Design Optimization Project **03/21 - 05/22**

- **Review** existing conversational UX and identify optimization opportunities with clear rationale, with the aim to increase containment rates by 10%.
- **Leverage** UX design and conversational copywriting best practices in English & French.

Various Marketing Companies (Mark IV, Seroclinix, Carlson Marketing) **02/10 - 05/20**

Senior Art Direction Projects for Consumer Product Goods and Financial Industry (PC Financial & Bank of Montreal)

- Create multi-faceted concepts for new pitches as part of the senior team
- POP designs for Flat Oven Bakery (Weston Bakery), Seven Up, Pizza Hut & KFC.
- Contribute to key brainstorming sessions with Creative Directors and Account Teams.

- **Write** compelling product e-newsletters; successfully segment list & increase open-rates by 45%.
- **Rebrand** Wild Rose D-Tox kit with new packaging and digital campaign resulting in 20% sales boost.
- **Elevate** brand presence & increase sales by supporting the Sales Team with impactful graphics.

Published AI Assistants

BELLA Health's virtual assistant: A first of its kind employee at-home rapid Covid-19 program using conversational AI and interactive videos. Award: 1st place, 2022 Bot Competition.

- Within a team of 3, design a context-aware conversational experience. BELLA knows which test step the user's in, and anticipates potential questions they might ask. The experience is empathetic & fun.
- Improved Covid test taking efficacy by 25%.

Nautilus Inc., JRNY Fitness Voice Assistant (in-app)

<https://www.jrny.com/strength.html>

Design conversational flows leveraging my UX expertise and yoga teaching background to help create an AI voice assistant that delivers intelligent coaching and responds to commands such as updates to actual weight used.

- Support a team of 2 designers in creating the UX experience and conversational copywriting. Leverage yoga teaching expertise to advise on injury prevention and muscle activation techniques.

Logisco, Apartment Rental Company: French AI assistant created from concept to execution increasing sales by 10%

<https://logisco.com/>

Workshop with the stakeholders to identify use cases and develop the bot persona as the sole Conversation Designer. .

- Conceptualize, illustrate, build, and deliver natural language interaction (NLU) paradigms in French in the creation of a customer service and sales AI assistant.
- Aimed to increase apartment rental sales by 10%.

Project Management Institute: End-to-end conversational solution that drives current and future Project Managers to upkeep their certifications

<https://www.pmi.org/about/contact> (select "Chat Now" button)

Crafted concepts and storyboards to product launch iterating a conversational solution on an on-going basis.

- Spearhead, storyboard, and create a complete end-to-end conversational architecture and expert solution.
- Increased containment rates by 15%.

Education

Conversation Design Institute: AI Trainer Certificate 2023

Conversation Design Institute: Conversation Design Certificate 2021

University of Toronto: User Experience/User Interface Design Certificate (Honors) 2020

IBM: Enterprise Design Thinking Practitioner Badge 2020

Ontario College of Art and Design: Bachelor of Design 2006

Additional Skills

- **Research:** User Interviews, Surveys, Competitor Analysis, Heuristic Evaluation, Usability Testing.
- **Definition & Design:** Content Design, Conversational & Persuasive Copywriting, NLP, AI, User Persona, Bot Persona, Empathy Map, Use Case Prioritization, Reusable Patterns, User Journeys, Information Architecture, Ideation, Storyboard, Wireframe, Graphic Design, Style Guide.
- **Prototyping/Coding:** Voiceflow, Lucidchart, Figma, Botpress, HTML, CSS, Bootstrap, Javascript, jQuery.
- **Additional Tools:** Confluence, Jira, Adobe CC, Illustrator, Photoshop, Indesign, Keynote, Mailchimp.
- **Published article:** <https://masterofcode.com/blog/the-role-of-customer-journey-mapping-in-conversational-ai>