

jon ross | Conversational AI Designer - UX Designer

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SKILLS SUMMARY

- Conversation and Chatbot Design / AI Trainer / Prompt Design & Engineering / UX-UI Design
- User Interface Design using [Voiceflow](#) and [Alexa Development Tools](#), Adobe XD
- Data Visualization with JavaScript tools ([amCharts.js](#)) ([D3.js](#)) / [dashboard design \(video\)](#) / [web development](#)
- Building High-Fidelity Prototypes with [Adobe Creative Cloud + XD](#) / [Figma](#) / [Bootstrap](#)
- Cloud Computing: Google Cloud Platform, Amazon Web Services
- AI Tools used: Google Gemini with the Google Workspace Suite / ChatGPT

CERTIFICATIONS - 2023-2024

- **Conversation Designer** - Conversation Design Institute ([course](#) / [certificate](#))
- **A.I. Trainer** – Conversation Design Institute ([course](#) / [certificate](#))
- **Prompt Engineering: How to Talk to AI's** – LinkedIn Learning ([course](#) / [certificate](#))
- **How to Research and Write Using Generative AI Tools** - ([course](#) / [certificate](#))
- **Becoming an AI-First Product Leader** - ([course](#) / [certification](#))
- **GPT-4: The New GPT Release and What You Need to Know** - ([course](#) / [certificate](#))
- **Introduction to Prompt Engineering for Generative AI** - ([course](#) / [certificate](#))
- **Generative AI for Business Leaders** - ([course](#) / [certificate](#))
- **Next Generation AI: An Introduction to GPT-3** - ([course](#) / [certificate](#))
- **What is Generative AI?** - ([course](#) / [certificate](#))
- **Introduction to Conversational AI** - ([course](#) / [certificate](#))
- **UX for Voice: Planning and Implementation** - ([course](#) / [certificate](#))
- **Introduction to ChatGPT** - ([course](#) / [certificate](#))

EDUCATION

Profession Education - Certificate Programs

- **Conversation Designer** - Conversation Design Institute (**CDI**) ([description](#)) ([certificates](#)) (currently enrolled)
 - Conversation designers focus on human-centricity, simple dialogue, flowchart design and user testing. CxDs map the flow of conversations and turns that knowledge into a human-centric conversational flow for useful experiences with chatbots and voice assistants.
- **Prompt Engineering / Generative AI** – LinkedIn Learning and edX
 - **LinkedIn Learning:** Multiple Courses | **edX:** *Introduction to ChatGPT* and *LLMs* ([certificates](#))
- **Digital Transformation** – M.I.T. ([program description](#)) ([certificate](#))
 - An immersive online program of hands-on, interactive learning experiences in five key technologies: Blockchain Technologies, Cloud Computing and Infrastructure, A.I., IoT, and Cybersecurity.
- **Social Innovation Design** - Executive Program for Social Innovation Design, University of Pennsylvania
 - Developed skills in design thinking, user research and creating social impact innovations.

INNOVATIVE CONVERSATIONAL AI DESIGN PROJECTS – Showcasing Skills in Lieu of Experience

- [Resume Analysis by Google Gemini AI](#)

Building AI Tutors and Designing a Chatbot Assistant for Conversation Designers

Over the past two years, I've developed a series of projects that leverage my prompt engineering and writing skills.

First, I built a system of AI-generated tutors for learning specific topics related to conversation design, generative AI, NLU / NLP / NLG, and prompt engineering.

- Examples: [Intro to Natural Language Processing \(NLP\)](#), [Intro to AI Training](#), [Intro to Conversational AI Design](#)

Next, I conducted an experiment using two types of data: *fundamental concepts* of conversation design and a *workflow sequence* designed to build an AI assistant, whether voice or text-based. This series of data experiments proved very successful. I used Google's AI Gemini to summarize these project descriptions:

- "The first project involved using Google's AI Gemini to create a step-by-step process for building AI assistants. The process started by listing workflow steps and design principles, then matching them in a matrix. This matrix was exported to a spreadsheet, converted into a document, and finally used to generate a checklist for conversation designers."
- Checklist Prompt-Response: <https://g.co/gemini/share/586df97a9193>
- "The second project focuses on developing a chatbot assistant to help conversation designers streamline their workflow. The workflow is based on the one created by the Conversation Design Institute (CDI). The project is still in development but aims to enhance productivity by assisting designers in the creation of chat or voice-based AI assistants."
- Workflow Step (step 5 of 16): <https://g.co/gemini/share/3fd9d662de8a>
- "The third excerpt details the use case for the chatbot assistant for conversation designers. It highlights the challenges in conversation design, such as the need for quick prototyping and testing. The proposed solution is a chatbot assistant that streamlines the design process, improves user experience, and enhances collaboration. It would ultimately utilize NLP and ML technologies and integrate with existing design tools. The example scenario demonstrates how a designer could use the assistant to create and refine a chatbot."
- Support Chatbot Simulation: <https://g.co/gemini/share/1c780fc4b39b>

The entire sequence of events across these projects demonstrates a progression from establishing a theoretical framework for building AI assistants to developing a practical tool that aids in the design process.

It began by defining the workflow and principles, then moved into ideating about and creating a tool to assist with that workflow, and finally I a specific use case for the tool, highlighting its potential benefits.

See my design portfolio for details: <https://jonrossdesign.com/documents/August2024-portfolio.pdf>

PROFESSIONAL EXPERIENCE

User Experience Designer / User Interface Developer / Freelance Consultant

jonrossDESIGN 🌐 Location: Philadelphia PA.

As a freelance designer / developer, my role is to create client relationships, draw mockups and wireframes using [Rocketbooks](#) and [UI-Stencils](#), then use [Adobe XD](#), Photoshop or Fireworks creating interactive layouts, and build prototypes into a web framework to produce responsive web sites and user interfaces.

Tools used: [Bootstrap](#): HTML5 / CSS3 / JavaScript, Adobe Premiere Pro – for video editing

Currently developing expertise in **conversational AI design** and development and building an eCommerce site.

Website Content & Functionality Migration Developer

Siemens Healthineers - Malvern PA.

Collaborated with a global team of developers and designers to update / migrate Siemens.com websites to improve usability and performance: Migration from Oracle to Scivito - a React.js based CMS (content management system).

Results: ([new website](#))

UX Design Engineer – Full Time

Wingspan Technologies / IQvia - Blue Bell PA.

Developed mockups and prototypes for a shared user interface design for multiple web applications. These prototypes were created with Adobe XD, Premiere Pro and Photoshop as well as HTML5 / CSS3 and JavaScript. The design challenge: to develop interactive prototypes and working front-end code for interfaces that would create a consistent experience across multiple web applications. Created and modified digital assets using Figma and Sketch. Worked with (2) off-site teams using Jira and Figma.

All projects were for internal or for subscribing client access only. No public links to projects created are available.

Project prototype examples: ([Adobe XD](#)) ([video of login UI](#))

User Experience / Data Visualization Designer

Independence Blue Cross - Philadelphia PA.

Designed and developed an intranet web site for data visualization for senior company executives using responsive web technologies (Bootstrap web framework) and Javascript libraries (amCharts, D3.js and jQuery).

The system I provided creates a dynamic interactive overview of the performance of company project portfolios.

This project was for internal client / executive-level access only. Project results: ([a short video](#)) ([link to documentation](#))

Responsive Website Designer / Developer

Alvernia University - Reading PA.

Developed web page templates from Photoshop mockup layouts creating a responsive website for the university.

Started this project using the Bootstrap framework, HTML5, CSS3, JavaScript and jQuery. Used digital assets created by the university's team and determined the CSS media query break points for changing the layout for differing device screen sizes. Results: ([prototype](#)) ([live site](#))

Web Content Developer

Lincoln Financial - Radnor PA.

Collaborated with the team supporting the daily production of web content at a leading financial information services firm using a custom CMS (content management and versioning system), XML / HTML / CSS / JS and jQuery editing applications. Developed front-end code to ensure platform / browser compatibility, ADA compliance, and basic usability concerns for the end-user experience to be addressed for the final content delivery.