



Alicia M. Torres
ms.aliciatorres@gmail.com
(704) 441-2236
Charlotte, NC 28205
www.aliciatorres.me

WORK EXPERIENCE

Honeywell

05/2019- Present

Product Owner (HR Digital Assistant)

- Manage team of designers, linguists and analysts to maintain the HR Digital Assistant (HRDA) platform
- Define vision and execute roadmap for the HRDA in consideration of emerging technology dependencies
- Build and groom the product backlog and prioritize based on changing requirements and greater business strategies
- Oversee all stages of product from story creation to design, development, testing and deployment
- Liaise with executive leadership to report product team achievements, delivery updates and necessary roadblock pivots

Conversational Design Lead (HR Digital Assistant)

Charlotte, NC

- Lead a team of designers and linguists to craft conversation flows and natural language processing (NLP) content
- Architect and govern NLP standards to ensure optimal user experience and best use of AI platform
- Establish and govern conversational design standards for voice, tone and consistency standards
- Orchestrate multi-country rollout plan for content, dialects and languages while maintaining integrity of established experiences.

Allstate

10/2018- 5/2019

Sr. UX Architect, Conversation Design (Virtual Assistant)

Charlotte, NC

- Conceive and design superior end-to-end experiences with attention to flow, context, micro-interactions and tone
- Pinpoint and socialize architectural patterns and potential roadblocks affecting global intent infrastructure
- Develop detailed design specifications for transactional and informational virtual chat experiences
- Create customer journeys, storyboards and prototypes to communicate interaction and design concepts

Bank of America

9/2017- 10/2018

Content Strategist, Artificial Intelligence (Erica)

Charlotte, NC

- Winner of 2018 Erica Innovation Summit for conceiving a content tool to improve internal process inefficiencies
- Winner of 2018 Q3 Digital Excellence award for contribution and execution of help focused enhancements
- Craft dialogue and copy for voice and text user interfaces for Erica, BofA's AI-powered virtual financial assistant
- Transform complex tasks into simple user engaging responses - reducing errors and roadblocks

Lowe's Companies, Inc.

5/2016-9/2017

Sr. Content Strategist, UX/Ecommerce

Charlotte, NC

- Lead and develop execution of content strategy for a multi-channel redesign working with architects, designers and IT
- Collectively framework and ideate for B2B ecommerce site—finance management tools, cart/checkout, and click-to-chat
- Isolate roadblocks and provide solutions through incremental iterative work cadences in an agile environment
- Proactively integrate and present content efforts to IT, business stakeholders, and marketing teams

Collins & Kent International Investments

7/2012-3/2016

Director, Digital Content Development

Hong Kong, S.A.R.

- Developed and executed creative concepts and strategy for web platforms and user experience across APAC region
- Initiated and oversaw corporate rebranding, creating new wireframes, rolling content and a streamlined interface
- Managed effective segmentation of product offerings and brand identities of multiple brands within company groups
- Utilized existing content management systems and stock offerings to create highly optimized digital interactions

EDUCATION

Appalachian State University

December 2008

B.S., Music Industries Studies, Management and Promotions concentration

Double Minor – Business / Spanish Language and Literature

Dean's List (2006 – 2007)

APPLICATION KNOWLEDGE

Design Adobe Creative Suite, Axure, Sketch, InVision

Workflow Management Jira, Basecamp, Gantt, Asana, Trello

Research Google Analytics, Instantly, User Testing

CMS/Ecommerce Adobe CQ, WordPress, WebSphere Commerce

