



Alicia M. Torres
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WORK EXPERIENCE

- Allstate** **10/2018- Present**
Charlotte, NC
Sr. UX Intent Architect, Conversation Design (Virtual Assistant)
- Develop omni-channel strategy to measure and meet intent recognition KPIs and continuous improvement
 - Expose natural language processing blockers to enhance machine learning algorithms
 - 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**
Charlotte, NC
Content Strategist, Artificial Intelligence (Erica)
- Winner of 2018 Erica Innovation Summit for conceptualizing 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
 - Deliver detailed cross-feature matrices to be used through the agile lifecycle of the project
 - Continuous audit of Erica content and user data to assess the need for new interactions and where to apply existing ones
 - Establish linguistical patterns to accurately align user utterances with user intent and banking products and services
- Lowe's Companies, Inc.** **5/2016-9/2017**
Charlotte, NC
Sr. Content Strategist, UX/Ecommerce
- 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
 - Create and oversee content lifecycle and implementation throughout various Lowe's ecomm/merchandising projects
- Collins & Kent International Investments** **11/2013-3/2016**
Hong Kong, S.A.R.
Director, Digital Content Development
- 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
- Collins & Kent International Investments** **7/2012-10/2013**
Hong Kong, S.A.R.
Marketing Director, Events & Digital Strategy
- Managed scope, design and execution of strategic digital campaigns and events in support of global sales objectives
 - Theorized and present data-driven proposals for implementation of online and offline marketing initiatives
 - Cultivated strong cross-team communication for efficient maintenance and management of strategic content
 - Created and presented compelling fine art proposals and client touchpoints for international sales teams

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)
- ITEFL Certification** **January 2011**

APPLICATION KNOWLEDGE

- Design** Adobe Creative Suite, Axure, Sketch
Workflow Management Jira, Basecamp, Ganttter, Asana
Research Google Analytics, Instantly, User Testing
CMS/Ecommerce Adobe CQ, WordPress, WebSphere Commerce
CRM/ESP Salesforce, MailChimp

