



Alicia M. Torres
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WORK EXPERIENCE

Allstate **10/2018- Present**
Charlotte, NC
Sr. UX Architect, Conversation Design (Virtual Assistant)

- 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
- Implement testable concepts to be validated with user research and ability to translate feedback to influence design decisions

Bank of America **9/2017- 10/2018**
Charlotte, NC
Content Strategist, Artificial Intelligence (Erica)

- 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
- 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

