



Twinkle Saini

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SUMMARY

Creative User Experience Designer specialising in chat and voice bots. With 5+ years of experience across multiple domains like healthcare, entertainment, IT and more, I have designed user experiences for bots across voice, web, sms, whatsapp, MS teams and email channels, prioritising end user experience and business goals at the same time.

SKILLS

- NLP
- Conversational UX Design
- Wireframing
- Prototyping
- Requirement analysis

ACCOMPLISHMENTS

- Transformed an IVR experience to a voice bot and increased the user containment from 20% to 70% through design, user feedback and data analysis. Received an innovation award for the same.
- Designed for an IT and HR bot catering to over 1 lakh employees and helped them perform multiple important tasks from one application
- Designed a whatsapp bot for GOI that enables users to download Covid vaccination certificates and access their Digilocker account

DOMAINS I'VE WORKED FOR

- Banking & Insurance
- IT

ONLINE PORTFOLIO

<https://twinklet000.journoportfolio.com/>

EXPERIENCE

03/2022 - Current

Sr. User Experience Designer

Concentrix | Bengaluru

- Partner with stakeholders to curate conversation flows, UI choices, and underlying logic
- Design conversational experiences that address the business & user needs
- Review chat logs, transcripts, recordings, and research to improve performance
- Contribute to internal knowledge creation, content standards, and best practices
- Foster user- centred culture, values and methodologies
- Support multiple concurrent client projects

04/2018 - 12/2021

Sr. Conversation Designer

Acuvate Softwares Pvt. Ltd. | Bengaluru

- Interacted with product owners to gather business requirements, create BRDs and user journeys and get these documents signed off by the client
- Prepared conversation flows based on the BRDs, user journeys, APIs and platform
- Walkthrough of business requirements and conversational flows to the technical team
- Reported any inconsistencies in development as bugs/issues and assign priority and severity to these bugs on the basis of which they would be picked up by the technical team
- Analysed the logs validate the failed responses and guided the team of bot trainers to re-train the chatbot accordingly. Also performed feedback analysis and leveraged the user feedback for improving the bot.

01/2014 - 01/2015

Customer Service Specialist

Aon Hewitt

Worked as a Customer Service Specialist (Chat agent) for US clients like McKesson and US Bank. Answered employee queries regarding their health benefits via chat.

EDUCATION

- HR
- Healthcare
- E- commerce

TOOLS I'VE USED

- For NLP- Google Dialogflow & Microsoft LUIS
- For conversation design- Lucidchart, draw.io, adaptive cards.io
- For prototyping- Bot society, voiceflow

ROLES I'VE WORKED AS

- Conversation designer
- Functional team lead
- Bot trainer
- Tester
- QA

CERTIFICATIONS

- Gamification – Creating addictive user experiences from the Interaction Design Foundation
- Gestalt Psychology and Web Design from the Interaction Design Foundation
- Axure RP 8 – Design Fundamentals

2017

Lovely Professional University | Jalandhar, PB

Master of Business Administration: Marketing

Graduated in B.com (Hons.) Post graduated in MBA Passed out with 7.7 cgpa

2011

St. Soldier Public School | Hoshiarpur, PB

GCSEs: Commerce

Pursued higher secondary course (11th and 12th) and passed out with 82%

2009

St. Joseph's Convent School | Hoshiarpur, PB

GCSEs

Pursued high school education and passed out with 83% in 10th grade