



I Create Delightful Conversational Experiences

SARA SHUMAN

Conversational UI/UX Designer

Sara Shuman specializes in designing the user interface and experiences for video based chatbots and other conversational AI applications.

BY THE NUMBERS

12+ YEARS

Agency Experience



25+ TEAM

Creatives Managed



84% SUCCESS RATE

AI Training Conversational Accuracy

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EXPERIENCE

Conversational UI/UX Designer USC Libraries

CONTRACT: Dec 2022 - April 2023

Responsible for designing, developing, and testing efforts for improving the conversational AI-powered "USC Interactive Interviews" chatbot dialog to be more intuitive and user-friendly. This role requires a deep understanding of human behavior and psychology, as well as AI Training and designing successful conversational interfaces.

Head of Product Design StoryFile

FTE: March 2020 - Dec 2022

Responsible for designing, developing, and testing the Conversa SaaS platform that powers StoryFile's conversational video AI software - videos that talk back. This next-generation AI platform and natural language processing mimic a real conversation, preserving the subject's answers for future generations to explore.

Creative Director PerimeterX

CONTRACT: Jul 2019 - May 2020

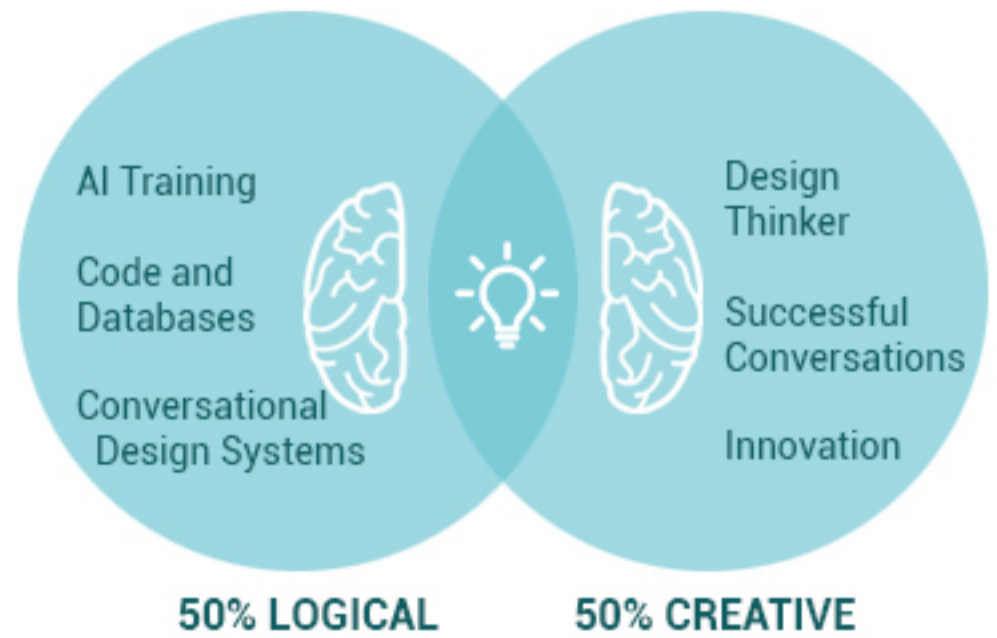
Led a holistic redesign of perimeterx.com with the main goals to increase demand generation and implement a new modern rebrand. Delivered a more product-focused user experience that helps potential customers find what they are looking for.

Digital Experience Creative Director Oracle

FTE: Jan 2010 - March 2019

Responsible for leading Oracle's interactive team of 25+ who created, designed, and measured usability success for all of Oracle's web sites, including marketing presentations, ebooks, emails, and landing pages. Developed and implemented fresh new ways to present digital marketing content for Oracle.

CORE COMPETENCIES



- | | | | | |
|-------------|-----------|--------------|------------|------------|
| UX DESIGN | UI DESIGN | USER TESTING | RESPONSIVE | SAAS |
| AI TRAINING | METRICS | PROTOTYPING | STRATEGY | LEADERSHIP |

REFERENCES

“ Sara is not only an exemplary digital design maker and thinker, but also a very pragmatic innovator. ”

Francisco G Delgadillo
VP Creative, Oracle



“ I've not worked with many people who worked harder or had more passion for her job than Sara. ”

Lori Granville
VP Marketing, Oracle



“ Sara is a SaaS product powerhouse. She handles it all with a grace and humor that is a relief to be around. ”

Michael Grover
SEO Expert, Oracle

