



I Create Delightful AI-First Product Experiences

SARA SHUMAN

AI Product / Conversational Designer

Sara Shuman specializes in designing AI-powered SaaS products and crafting delightful user experiences for 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

Principle AI Product / Conversational UI/UX USC Libraries

CONTRACT: Dec 2022 - Current

Responsible for designing, developing, and testing the back-end SaaS applications used for creating conversational AI-powered "USC Interactive Interviews" chatbot dialogues. This role requires a deep understanding of human behavior and psychology, as well as AI Training and designing successful conversational interfaces.

AI Conversation UI/UX Designer Amazon Alexa

CONTRACT: April 2024 - July 2024

Contributed to Amazon's new Large Language Model, Metis—powered by Olympus and utilizing Retrieval-Augmented Generation (RAG)—to enhance AI systems with external data sources like APIs and document repositories. Improved Alexa's generative AI models by developing specialized training techniques and refactoring conversations for more natural, on brand, and engaging interactions.

Head of Product Design StoryFile

FTE: March 2020 - Dec 2022

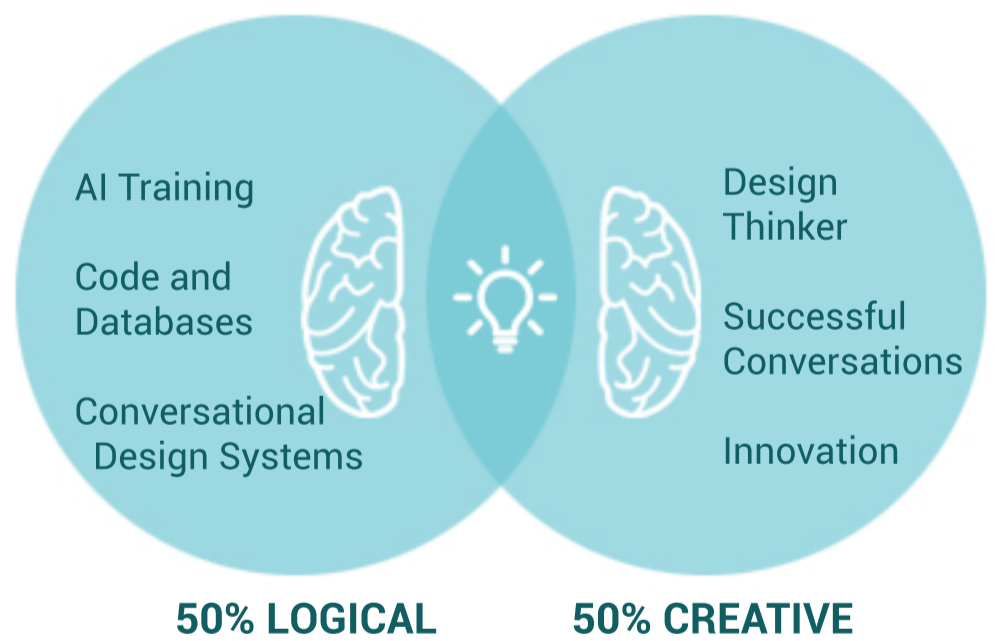
Responsible for designing, developing, and testing the Conversa SaaS platform that powers StoryFile's conversational video AI software - videos that talk back. This next-generation AI platform and natural language processing mimic a real conversation, preserving the subject's answers for future generations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

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

