JUSTIN GIARDINA

Senior Product Designer // Charlotte, NC

🔗 flow.page/giardina   in linkedin.com/in/giardina

Accomplished Senior Full-Stack UX + AI Product Designer with a robust background in conversational UI, digital assistants, UX and AI-driven design and big picture thinking. Expert in leading design projects from concept to launch, leveraging deep expertise in UX/UI principles, conversational AI, and product strategy.

Proven track record of enhancing user experiences and driving product innovation at leading companies. Skilled in a wide range of design tools and methodologies, and always looking ahead to solving complex problems and design challenges.

EXPERIENCE

Senior UX + AI Product Designer / Consultant
Interxange // December 2020 - Present

Creating meaningful, thoughtful and intelligent user experiences for single, multi, and omnichannel software products used on mobile, web, dweb, voice, text, chat, IoT, and AR/VR platforms.

Senior Conversational Product Designer, Lead
Expedia Group // June 2022 - January 2024

Improved the design and functionality of Expedia's homegrown Conversation Platform to be more comprehensive and intuitive, in order to externalize the enterprise platform in the form of a white label skill builder.

Led high-profile projects focused on traveler and agent-facing experiences for high-traffic conversational servicing products, by reimagining the customer experience with the assistance of artificial intelligence – designed to better categorize, define, and automate business processes to reduce costs for live phone and chat agents.

Senior Product Designer, Lead
Charles Schwab // August 2021 - May 2022

Evaluated the group's existing product ecosystem to provide recommendations for improving product standards, define team processes, establish governance models, and implement a cohesive design system across the organization's B2B2C product lines to provide better self-servicing tools and applications for customers.

Senior Conversational Product Designer, Lead
Lowe's // June 2019 - December 2020

Responsible for evaluating and improving the user experience for the company's omnichannel chat products to provide more valuable, meaningful and helpful experiences for customers, call center associates and internal team members.

Senior Conversational Product Designer, Lead
Bank of America // June 2018 - May 2019

Led the vision for the bank's new flagship product – an AI enterprise system of Digital Assistant applications for internal team members. With the goal being to quickly and easily develop and deploy an army of intelligent digital assistants designed and built to assist employees with their day-to-day job activities and help automate common processes to increase productivity and reduce the cost for hiring third-party services and support.

Senior UX + AI Product Designer, Lead
Wells Fargo // December 2016 - May 2018

Supported the company's key intiative of providing customers with better banking experiences that empower them to self manage cards and accounts, and guides them towards achieving their financial goals, by successfully delivering high-profile Online Banking projects for the Core and Global Services team.

Principal Product Designer, Director
Socialtopias // May 2015 - December 2016

Principal UX Product Designer, Owner
Family Dollar // July 2014 – May 2015

KNOWLEDGE

Product Design

Chatbots	Enterprise Ecosystems	Service Design
Conversational UI	Human-Centered Design	Systems Thinking
Digital Assistants	iOS / Android Apps	User Experience (UX)
Design Thinking	Mobile / Tablet / Web	Voice UI

Conversation Design

Chatbot Design	Deep Learning	Omnichannel Servicing
Content Mapping	Generative AI	Prompt Engineering
Conversational AI	Machine Learning (ML)	Skill Building
Conversational Flows	NLP / NLG / NLU	Skill Design

AI Learning Models

		Languages
Generative	Semisupervised	HTML & CSS
Large Language Models (LLM)	Supervised	MySQL
Natural Language	Unsupervised	PHP
Reinforcement		

SKILLS

Accessibility	Information Architecture	Strategy + Planning
Activity Diagrams	Iterative Roadmaps	Usability Testing
Agile Development	Journey Maps	User Research
Competitive Analysis	Persona Development	User & Task Flows
Design Systems	Prototypes	Wireframes

TOOLS

Adobe CC	Google Cloud Platform (GCP)	Miro
Amazon Web Services (AWS)	Google Translate	OmniGraffle
Amazon Machine Learning	HubSpot	Principle
ChatGPT	IBM Watson	Rackspace
Conversation Builder	InVision	Rasa
DialogFlow	iRise	Salesforce
Fabble	Microsoft Azure (ML)	Sketch
Figma + FigJam	Microsoft LUIS (NL)	Voiceflow

EDUCATION

Rochester Institute of Technology
BFA Graphic Design and Marketing // Graduated 2007

Monroe Community College
AS Communications and Media Arts // Graduated 2001

CONTACT INFO

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