



JUSTIN GIARDINA

Senior Product Designer // Charlotte, NC

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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 Interchange // 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.

Lead 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

Lead 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

Lead high-profile Online Banking projects for the Core and Global Services team in support of the company's initiative to provide customers with a better banking experience that empowers them to self manage cards and accounts, and guides them towards achieving their financial goals.



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



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

KNOWLEDGE

Product Design

Chatbots
Conversational UI
Digital Assistants
Design Thinking

Enterprise Ecosystems
Human-Centered Design
iOS / Android Apps
Mobile / Tablet / Web

Service Design
Systems Thinking
User Experience (UX)
Voice UI

Conversation Design

Chatbot Design
Content Mapping
Conversational AI
Conversational Flows

Deep Learning
Generative AI
Machine Learning (ML)
NLP / NLG / NLU

Omnichannel Servicing
Prompt Engineering
Skill Building
Skill Design

AI Learning Models

Generative
Large Language Models (LLM)
Natural Language
Reinforcement

Semisupervised
Supervised
Unsupervised

Languages

HTML & CSS
MySQL
PHP

SKILLS

Accessibility
Activity Diagrams
Agile Development
Competitive Analysis
Design Systems

Information Architecture
Iterative Roadmaps
Journey Maps
Persona Development
Prototypes

Strategy + Planning
Usability Testing
User Research
User & Task Flows
Wireframes

TOOLS

Adobe CC
Amazon Web Services (AWS)
Amazon Machine Learning
ChatGPT
Conversation Builder
DialogFlow
Fable
Figma + FigJam

Google Cloud Platform (GCP)
Google Translate
HubSpot
IBM Watson
InVision
iRise
Microsoft Azure (ML)
Microsoft LUIS (NL)

Miro
OmniGraffle
Principle
Rackspace
Rasa
Salesforce
Sketch
Voiceflow

EDUCATION



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



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

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