

Select Projects (1/5)

Project	1. AI-Powered Learning Experience Design for a Leading Learning Solutions Provider	2. AI-Based Talent Matching Engine for an IT Outsourcing Company
Scope	<p><i>Client is a leading AI trainings company aiming to build an intelligent, end-to-end learning platform. The objective was to design an AI-powered LMS that could autonomously detect individual learning needs and manage the entire learning journey.</i></p> <ul style="list-style-type: none"> • Defined the end-to-end learning experience vision and the role of AI across user touchpoints • Designed the decision architecture to assess employee skill gaps, learning history, and role-specific needs • Developed a recommendation engine logic to match users with tailored content, learning paths and programs • Created a modular, user-centered interface structure for discovery, planning, purchasing, and continuous learning • Integrated feedback loops to refine suggestions based on learning outcomes and behavioral data • Delivered product blueprint, user flows, and experience principles to guide future development phases 	<p><i>Client is an IT outsourcing services provider aiming to optimize its talent placement processes. The objective was to design an AI-powered matching engine that could efficiently analyze incoming CVs and match them to open roles based on relevance and fit.</i></p> <ul style="list-style-type: none"> • Defined the end-to-end use case, from CV intake to job-role matching, in alignment with internal recruitment workflows • Designed the matching algorithm logic to assess skills, experience, and contextual indicators in both candidate profiles and open positions • Developed a scoring model to prioritize fit between applicants and roles, enabling faster and more accurate placement decisions • Integrated human-in-the-loop mechanisms to validate model outputs and fine-tune learning over time • Delivered user flows and interface guidelines for recruiters to review, compare, and act on AI-generated matches • Designed the data architecture to support scalability and performance

Select Projects (2/5)

Project	3. AI Strategy Dev. & Intelligent Sales Platform Implementation for a Leading Food Distributor	4. AI Agent for Marketing Automation and Intelligence
Scope	<p><i>Client is a regional B2B food distribution company, leader in frozen food distribution, distributing food to primarily hotels, restaurants and cafes</i></p> <ul style="list-style-type: none"> • Reviewed company strategy and vision, identified primary pain points • Identified the AI use cases custom designed for the company • Designed AI use case prioritization criteria considering company strategic priorities, pain points, use case potential efficiency and effectiveness contribution. • Analyzed and redesigned company's request for quotation, quotation and order management processes • Designed an end-to-end intelligent sales platform, including functionality, UI/UX, database architecture and integration with legacy systems • Implemented the designed intelligent sales platform • Delivered trainings and run systems tests • Deployed the platform 	<p><i>The client wanted to streamline marketing operations - ranging from customer support to content publishing, performance analysis, and SEO/AIEO optimization - across multiple languages and social media platforms</i></p> <ul style="list-style-type: none"> • Built multilingual conversational agents integrated into WhatsApp and Telegram to provide automated, accurate product support with live-agent fallback • Developed an AI-assisted publishing agent to manage multi-channel content scheduling and distribution, ensuring platform compatibility and format validation • Embedded planning intelligence to optimize content calendars and surface actionable recommendations based on content gaps and posting rhythm • Created a performance analytics agent that interprets channel data and generates weekly insights on content impact, trends, and engagement patterns • Implemented a dual-mode SEO/AIEO agent that assesses content visibility for both search engines and LLMs (e.g., ChatGPT), and delivers GPT-powered improvement suggestions • Integrated human-in-the-loop checkpoints for editorial oversight, transparency, and strategic control