



SRIMOYEE GHOSHAL

Intelligent Automation | Digital Transformation | Gen AI |
Innovation and Strategy | Conversational AI | Project Lead

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SKILLS SUMMARY

- Project Management and Resource Planning
- Customer Success and Revenue Growth
- Leveraging GenAI solutions in Conversational AI
- Conversation Designer
- User Interface Design
- Strategic Automation and Innovation
- User Behaviour Research and Analysis
- Process Improvement

PROFILE HIGHLIGHTS

- Led execution of India's first connected car with Alexa remote capability
- Conduct Voice and Conversation design workshop in partnership with Google
- Work with market leaders to launch innovative solutions successfully (LLM, Vertex ai, Voice)
- Use cognitive psychology and ethical philosophy to understand and manage AI adoption and design

EDUCATION

Bachelor of Arts
Major: Psychology-Philosophy
Mumbai University, 2008

CERTIFICATIONS

- Post Graduate Program in Artificial Intelligence for Leaders
- Prompt Designing for Conversational AI
- Generative AI foundation models and platforms
- Generative AI: Impact and Ethical Issues
- Conversational Design Certificate

LANGUAGES

English, Bengali, Hindi

PERSONAL PROFILE

With over 14 years of experience, I am a seasoned professional specializing in digital transformation and innovation strategy. As a strategic leader and program lead in the Conversational AI space, I bring a wealth of expertise to the table. My focus lies in crafting forward-thinking strategies that drive digital transformation initiatives and foster innovation within organizations. I excel in developing tailored solutions that align with business objectives and propel companies into the digital future. Alongside, I am deeply interested in exploring the capabilities of AI and its profound influence.

WORK EXPERIENCE

Intelligent Automation Consultant (Conversational AI, Gen AI, RPA, OCR, ML)
PwC India | Feb 2022 – present

- Lead digital transformation** initiatives, focusing on enhancing user experience and optimizing business processes across Finance, Healthcare, FMCG and Auto industries
- Drive **Conversation Design strategies** to constantly refine and improve the user journey, ensuring seamless interactions and high satisfaction levels.
- Analyze existing processes to **identify automation opportunities** and embed Conversational AI solutions for efficient task execution.
- Focus on refining overall **user interface designs** and elements to elevate user engagement and satisfaction levels.
- Spearhead the **successful execution of Conversational AI solutions** integrated with multiple automation components, aligning closely with business strategies to maximize process efficiency and effectiveness.
- Effective client engagement **helping grow businesses** 2x-4x of initial deal size.
- Continuously monitor and evaluate the performance of automation initiatives, leveraging data-driven insights to drive ongoing **optimization and innovation**.

Customer Success Manager (Voice Automation)

Agrahyah Technologies | Jan 2018 – Jan 2022

- Developed **design optimization practices** and reusable design patterns in Voice User Interface (VUI) to streamline conversational experiences.
- Collaborated extensively with **OEM and FMCG sectors to facilitate the adoption of voice platforms**.
- Develop and implement **process questionnaires to conduct in-depth analysis of user journeys** across different process touchpoints, informing strategic decisions and iterative improvements.
- Led **India's first connected cars launch** with Alexa for automobile leaders
- Held **interaction design workshops** in association with Google
- Extensive research and **analysis on user intents** to improve associated customer journeys.

VP Client Success (Market-Consumer Research)

Redquanta | Oct 2011 - Dec 2016

- Driven client success in the **consumer behaviour research** space
- Designed consumer feedback tools** for both applications and websites to enhance user engagement and satisfaction.
- Conducted advanced research and analytics to derive actionable insights for businesses, enabling **informed decision-making**.
- Developed business-effective questionnaires to gather targeted **consumer insights**.

Project Coordinator- Level 2

Packt Publishing | (Mar 2009 - Sep 2011)

- Spearheaded a high-performing team, resulting in a record-breaking achievement of timely **publishing over 50 books**.
- Cultivated **robust relationships with global authors and reviewers**.