

SOFIA MEJIA MURO

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CONVERSATIONAL AI SOLUTIONS CONSULTANT

Conversational AI Product Design and Development

Experienced Conversational AI Designer with a proven track record of crafting engaging and user-centric chatbot interactions. With a background spanning across reputable companies such as Santex, Espressive, Auronix, and various remote projects. My expertise lies in understanding user requirements, conducting comprehensive UX research, and implementing innovative technologies and methodologies to enhance chatbots/AI virtual assistants performance.

From designing bot personas to developing conversational flows and system prompts, I am dedicated to delivering superior user experiences. Notable achievements include a 100% surge in lead generation via chatbot redesign and successful migration to ChatGPT (LLM) implementation. With a blend of technical proficiency, creative strategy, and a commitment to excellence, I am poised to drive impactful results in the field of Conversational AI.

CORE SKILLS

Conversational AI Design | UX Research | UX Writing | UX Design | Bot Persona Creation | Virtual Assistants | Prompt Engineering | Data Analysis | Documentation Creation | Python | JavaScript | API | Problem Solving | Adaptability | Empathy | Teamwork | Client Management | Cultural Awareness

EXPERIENCE

Santex, USA/Argentina (Remote) – *Conversational AI Designer*

MAR 2023 – PRESENT

As a Conversational AI Designer, I collaborate in the optimization and refinement of chatbots powered by Language Models (LLM), focusing on crafting human-like responses and enhancing context-awareness for superior user experiences. I leverage my expertise in understanding user requirements, conducting UX research, and creating bot personas to create engaging conversational flows and system prompts. Additionally, I develop methodologies to test and evaluate chatbots, analyze usage data, and continuously improve the AI system's performance.

- Collaborate in the development of chatbots powered by Language Models (LLM), focusing on optimizing conversational experiences and fine-tuning responses.
- Understand the requirements for chatbot use cases and conduct UX research to inform development.
- Create bot personas and design user conversational flows to ensure natural and engaging interactions.

- Develop system prompts that meet product design requirements and enhance user engagement.
- Establish methodologies to test and evaluate chatbots powered by LLM, including creating test sets and evaluation guides.
- Evaluate chatbot usage data using tools such as Excel and Python to identify areas for improvement.
- Improve chatbot performance through enhancements to system prompts and information sources feeding the LLM.
- Achieve measurable results, such as a 100% surge in lead generation via chat through conversational product redesign.
- Successfully migrate from Dialog Flow to the implementation of ChatGPT(LLM).
- Pioneer new guidelines for designing and assessing conversational experiences rooted in LLM technology.

Espressive, USA (Remote) – *Sr Conversational AI Analyst - Partner Success*

OCTOBER 2021 – OCTOBER 2023

As a Conversational AI Specialist, I play a pivotal role in analyzing and optimizing chatbot interactions for customer-facing scenarios. Leveraging my expertise in persuasive communication and data analysis, I ensure that chatbots effectively meet customer requirements and enhance end-user experiences. My responsibilities include customization of chatbots, troubleshooting, training, and collaboration with Customer Success teams to drive performance improvement.

- Identify and analyze customer requirements, understanding the use case for chatbot implementation.
- Develop customized solutions based on customer needs, utilizing in-house tools for bot creation and testing.
- Manage the bot implementation process from User Acceptance Testing (UAT) to product launch, ensuring smooth deployment.
- Analyze chatbot usage metrics using Excel and Python, extracting insights to optimize performance.
- Achieve measurable results, such as a 7% to 10% increase in deflection rates for select accounts.
- Maintain a low error rate of under 10% for chatbot interactions, ensuring seamless user experiences.
- Create comprehensive written and video documentation to streamline processes for internal and external stakeholders.
- Conduct introductory Python workshops to enhance colleagues' understanding of Python implementations within the product.

Auronix, Mexico – *Conversational Designer and Developer*

MAY 2021 – SEPTEMBER 2021

As a seasoned professional in product design and conversational experience management, I spearheaded the end-to-end process of creating intuitive and engaging chatbot interactions across various platforms. My role involved a blend of creative strategy and technical expertise, ensuring seamless integration and optimal user experiences.

- Managed the entire product design lifecycle, from initial client requirements gathering to technical implementation and refinement.
- Specialized in crafting conversational experiences for chatbots, overseeing both creative and technical dimensions.

- Orchestrated UX research to understand customer needs and preferences, establishing the voice, tone, and persona of the chatbot.
- Developed and refined conversational flows to enhance user engagement and satisfaction.
- Utilized in-house consoles, APIs, and databases to construct and deploy chatbots across platforms such as WhatsApp, Google Business Messages, Facebook Messenger, and web chats.
- Developed comprehensive guidelines for conversational design, encompassing both user experience and technical considerations, including database comprehension and API functionality integration.
- Led strategic initiatives to overhaul conversational experiences, rectifying technical oversights and optimizing performance.

Various companies, Remote – *Conversational Solutions Consultant*

JULY 2021 – PRESENT

Conversational Solutions Consultant specializing in platform-centric conversation design, with a focus on tailoring chatbots and voice interfaces to optimize user engagement. Leveraging extensive UX research, I craft bot personas and develop meticulous conversation flow diagrams to ensure compelling conversational experiences. Proficient in voice interface development using Alexa Dev Console and Dialog Flow, I excel in API REST implementations for Conversational Solutions, utilizing Python or Javascript.

- Specialize in platform-centric conversation design for chatbots and voice interfaces.
- Conduct extensive UX research to inform the creation of bot personas and enhance user engagement.
- Develop meticulous conversation flow diagrams to ensure smooth interactions.
- Conduct rigorous usability testing to guarantee the effectiveness of conversational solutions.
- Excel in voice interface development using tools like Alexa Dev Console and Dialog Flow.
- Implement API REST solutions for Conversational Solutions, utilizing Python or Javascript.
- Collaborate with cross-functional teams to integrate conversational solutions into existing platforms.
- Provide expertise and guidance on best practices for conversational design and implementation.

Pefai, Mexico – *Front-end Developer*

DECEMBER 2019 – MAY 2021

Front-end Developer with a proven track record of contributing to the development journey of SaaS products, from inception to modernization. Leveraging a diverse skill set and cutting-edge technologies, I have played a pivotal role in enhancing performance, scalability, and user experience while maintaining rigorous quality assurance standards.

- Spearheaded the development journey of a SaaS product, starting from its inaugural version and guiding its evolution into a modern iteration.
- Proficient in utilizing technologies such as JavaScript, TypeScript, CSS, HTML, and Git-GitHub to develop and maintain front-end functionalities.
- Actively contributed to the adoption of modern front-end technologies like React, Node, and Emotion, facilitating improved performance and scalability.

- Implemented rigorous testing practices to ensure high code quality, performance standards, and bug-free user experiences.
- Collaborated closely with cross-functional teams to understand requirements and translate them into intuitive and responsive user interfaces.
- Demonstrated a strong commitment to quality assurance, ensuring the reliability and stability of the products throughout the development lifecycle.

VOLUNTEER EXPERIENCE

Women in Voice – *Mexican Chapter Ambassador*

2023 – Mexico

- Community Building: Networking events. Online platform for discussions and support.
- Education and Empowerment: Workshops, webinars, and mentorship. Educational initiatives for girls in STEM.
- Advocacy and Partnerships: Advocate for diversity and inclusion. Seek partnerships for support and resources.

Mentoring – *Conversational Solutions consultancy*

2022 – Remote

- Conduct introductory workshops on conversational design for women's community.
- Deliver presentations on career prospects within the conversational design industry.
- Offer guidance and consultations for conversational design projects.
- ADP List mentoring sessions.

EDUCATION

BEDU – *Data Analysis*

JANUARY 2021 – JULY 2021, Mexico City

Laboratoria – *Front-end Developer*

JUNE 2019 – DECEMBER 2019, Mexico City

Universidad Autónoma Metropolitana – *Bachelor of Arts in Linguistics*

SEPTEMBER 2010 – to be finished on 2024, Mexico City

津田塾大学 Tsuda University – *International and cultural studies*

SEPTEMBER 2014 – SEPTEMBER 2015, Tokyo