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MARLINDA GALAPON

Conversation Design Senior

SKILLS

Conversation Design: Chat

Interaction Design

Information Architecture Design

Taxonomy Design

Systems Thinking

Project Management

Documentation

TOOLS

Salesforce Einstein Bot

Botsociety

Dialogflow

Confluence

Zendesk

Figma

CMS: WordPress, Squarespace, Wix

LANGUAGES

English

Tagalog

EDUCATION

University of California, East Bay

BA Candidate Health Science

Chabot Community College

AA Biological Sciences

HOBBIES

Photography

Travel

Yoga

Reading

Art

Poetry

EXPERIENCE

Conversation Design Senior

Salesforce | Mar 2021 - Present

- Own conversation design process from concept to launch: analyze data and customer interactions with product; write prompts that adhere to Salesforce's core tone of voice, while iterating based on feedback and engagement metrics
- Launch a program for Salesforce Einstein Bots to help scale and increase product adoption
- Create and maintain 15+ bot templates and style guides for Salesforce Industries bots, that incorporate Salesforce resources into engaging, complex automated flows
- Integrate Salesforce and Slack apps via NLP workflows
- Lead the Inclusive Training Data Project, leveraging sociolinguistic research methodology to ethically and responsibly collect diverse data, increasing the varieties of English that Einstein bot can understand, thereby improving the customer experience
- Partner with Product Management, Engineering, A11y, Localization, Globalization, Content, and data science teams, to create a vision for a unified conversational experience across the Salesforce product suite, and align strategies to defined KPIs
- Lead ad hoc workstreams, creating a centralized queue for requests

Conversation Design Lead

Adobe | Aug 2020 - Dec 2020

- Created and maintained Social Automation Playbook and conversation guidelines, and monitored product team adoption
- Audited, analyzed, recommended, and implemented consistency improvements for proactive content across surfaces
- Partnered with localization experts to develop language-specific Twitter & Facebook bot experiences

Content Engineer

Verizon Media (formerly Yahoo!) | Nov 2015 - Jul 2020

- Led conversation design efforts for NLP in Yahoo's flagship chatbot offering, Monkey Pets
- Created information architecture, conducted reviews and testing, advocating to engineering and product on behalf of users to create a natural conversational experience
- Produced and wrote content for web/mobile products, with a focus on weather, travel, search, sports and entertainment apps and chatbots