




Rebecca Evanhoe

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*Creative Strategist &
Conversation Designer*

10 years of experience in imagining, designing, planning, analyzing, and advocating for engaging conversational experiences. Expertise in personality design, writing, information architecture and intent design, training data modeling and tuning, prototyping, and usability testing. Author of [*Conversations with Things: UX Design for Chat and Voice*](#). Passionate about inclusivity and building deeply collaborative teams.

EXPERIENCE

Creative Strategist & Conversation Designer

Independent Consultant, May 2020 - present

Amazon Web Services, December 2018 - May 2020

Mobiquity, July 2016 - December 2018

- Design excellent conversational experiences for voice and screen: voice apps for Alexa and Google, chatbots, voicebots, voice games, conversation-based training simulations, voice-operated conference rooms, talking kiosks, etc.
- Lead discovery projects with companies to understand their strategic vision, problems, and goals, and build long-term strategies for how (and if) conversational technology can accomplish those goals.
- Analyze existing products to see how well they're performing, in terms of usability, meeting business goals, and hitting innovation benchmarks.
- Develop roadmaps, requirements, and success metrics for conversational products in verticals like healthcare, insurance, finance, etc.
- Plan and oversee early-stage market research, competitive analysis, user research, prototyping, usability testing, and launch-readiness.

EMPLOYERS, CLIENTS & COLLABORATORS

AWS ● CDC ● USBank ● CVS ● Vanguard ● Deloitte ● McDonalds ● Travelers
WMG ● USBank ● Admiral Group ● OneReach ● Matchbox Mobile ● and more...

Visiting Assistant Professor

Pratt Institute's School of Information, Spring 2020 - present

- Teach a graduate course in conversation design that blends theory and practice, so that students learn the nitty-gritty, “how to” skill alongside design heuristics, innovation techniques, and inclusive design considerations.
- Mentor cohorts of students as they job hunt and transition into working designers.

Conversation Designer | UX Writer | Producer

Shadow Health, April 2012 - July 2016

- Served as a core member and innovator in Shadow Health's first four years, where I was instrumental in imagining, designing, standardizing, and scaling complex conversations with thousands of topics and pathways.
- Founded the company's conversational design team and built both process and practice by hiring, training, and managing 6 content creators.
- Led cross-functional teams (developers, data scientists, instructional designers, visual and UX designers) to develop pilot versions of products.
- Applied literature on nurse-patient interactions to bring what works in human-to-human communication into conversational technology for effective, immersive training simulations.
- Collaborated with CTO to design and build an internal content management system that handled thousands of multimedia assets (copy, audio, visual) and organized libraries of training data. (This tool is still in use today.)
- Developed ontology and built a library of 10,000+ intents with corresponding training data (utterances); coordinated with data scientists to test and tune the data and NLP algorithm.

EDUCATION

University of Florida, Creative Writing, MFA

University of Kansas, Chemistry, BA