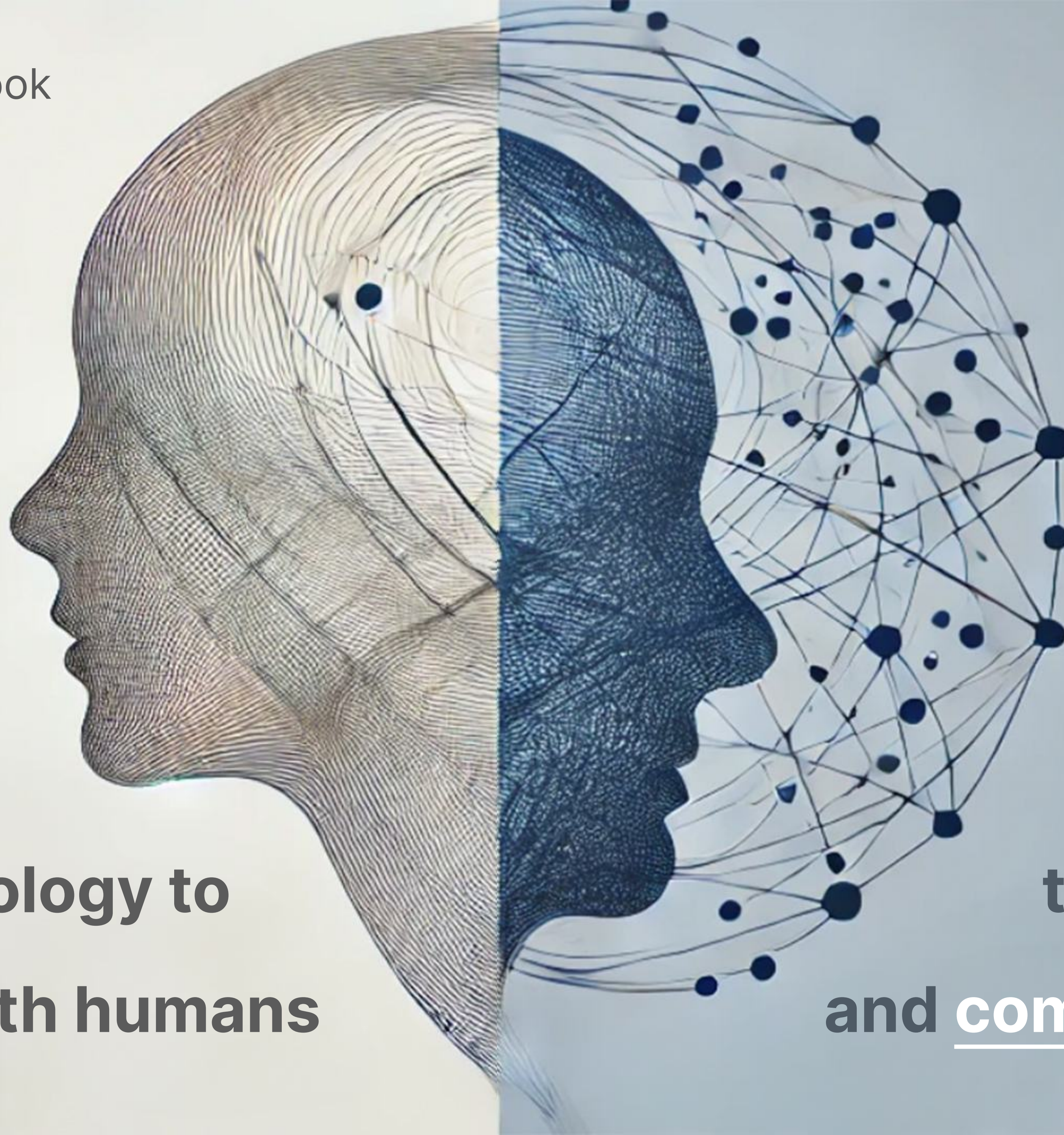




Let's not
build technology to
compete with humans

Let's build
to complement
and complete humans

Antony Rishin

Pioneering Conversational AI and Intelligent Interactions

Personal Statement:

As a pioneer in conversational AI and UX design, with 12 years of experience, dedicated to pushing the boundaries of conversational AI and UX design. Successfully spearheaded transformative projects like Sam's Club's voice assistant Ask Sam and Walmart's Gen AI Shopping Assistant, leading cross-functional teams to deliver award-winning solutions like voice assistants, chatbots, and multimodal interfaces.

Key Achievements:

Walmart's Gen AI Shopping Assistant: Spearheaded design from concept to launch in 5 months, demonstrating rapid innovation at scale in a fast-paced environment.

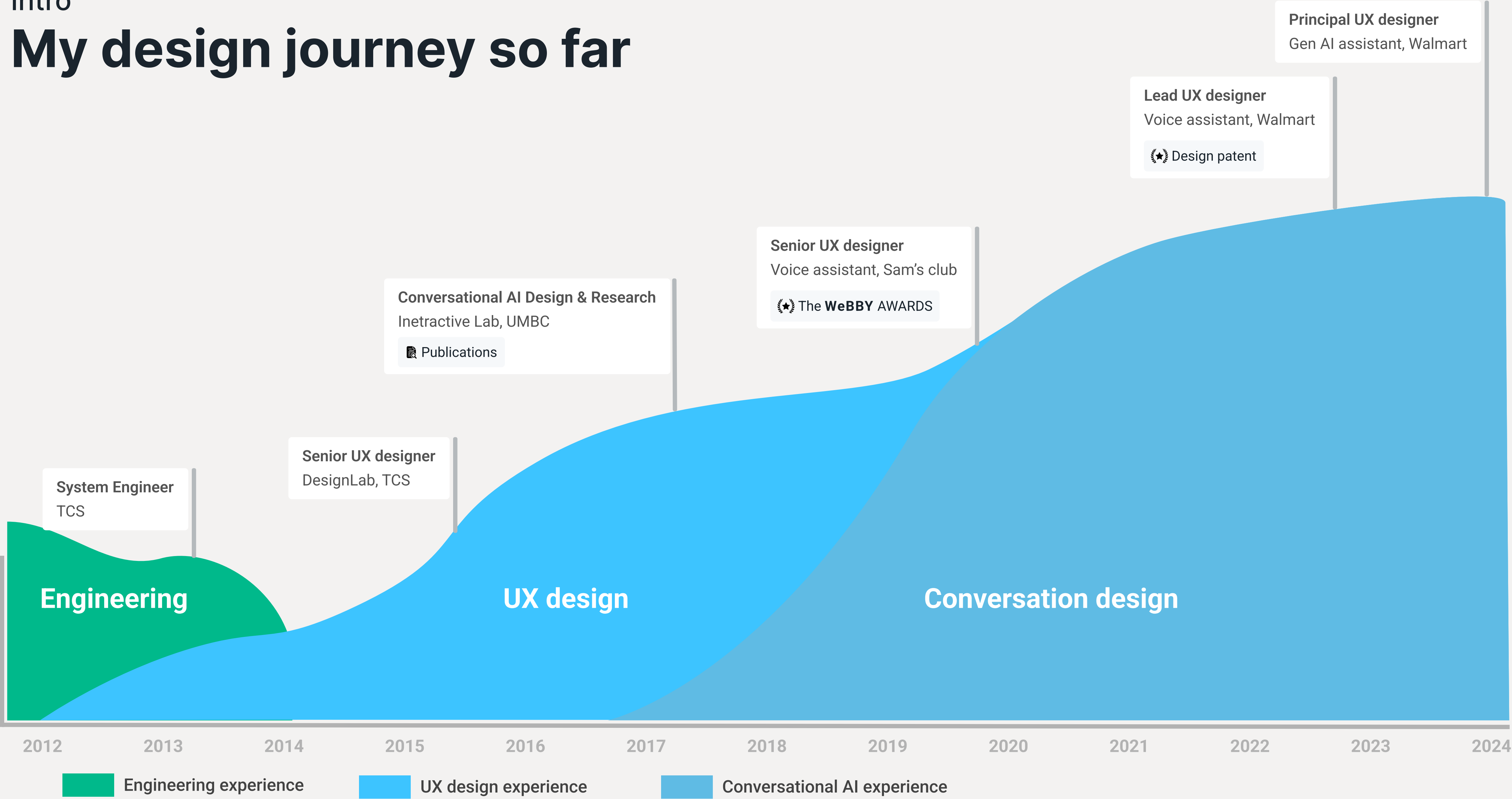
"Ask Sam" for Sam's Club: Led design of award-winning in-store voice assistant (Webby Awards Honoree). Launched 50+ skills, achieving 15M weekly queries and \$1.4M monthly operational savings.

Academic Contribution: Authored 3 research papers on voice design guidelines, advancing the field of conversational AI.



Intro

My design journey so far



Intro

Skills & Tools for Intelligent Experiences

Conversation design tool



Botmock, Voiceflow, Lucid

Multimodal UI design tools (ex: Voice + conversation)



Voice flow, Adobe XD, After effects

UI design tools



Figma, XD, proto pie, Axure, Sketch

Motion + audio design tools



Adobe Aftereffects, Adobe premier, Adobe audition

Design Skillset for AI-Driven Landscape

Detailed AI product strategy and roadmap creation

High-Fidelity Northstar concept creation

Probabilistic (Gen AI) system design (Framework, guidelines)

AI-specific user research and testing methodologies

Traditional UX design skillsets

Interaction design, user research, visual design



Index

My works

- 01 | **Gen AI Shopping Assistant Ask Sam, Walmart**
Principal UX designer, 2023-present
- 02 | **In-app voice assistant, Walmart**
Lead UX designer, 2023
- 03 | **Ask Sam Voice Assistant, Sam's Club**
Lead designer, 2019-22
- 04 | **Comdev, communication device, Sam's Club**
Senior designer, 2020-21
- 05 | **Conversational AI research, Interactive Lab**
Design and research, 2018-19
- 06 | **Fresco Talk, Enterprise chat, TCS**
Product designer, 2014-15

Current role, Principal UX designer

Gen AI Shopping Assistant

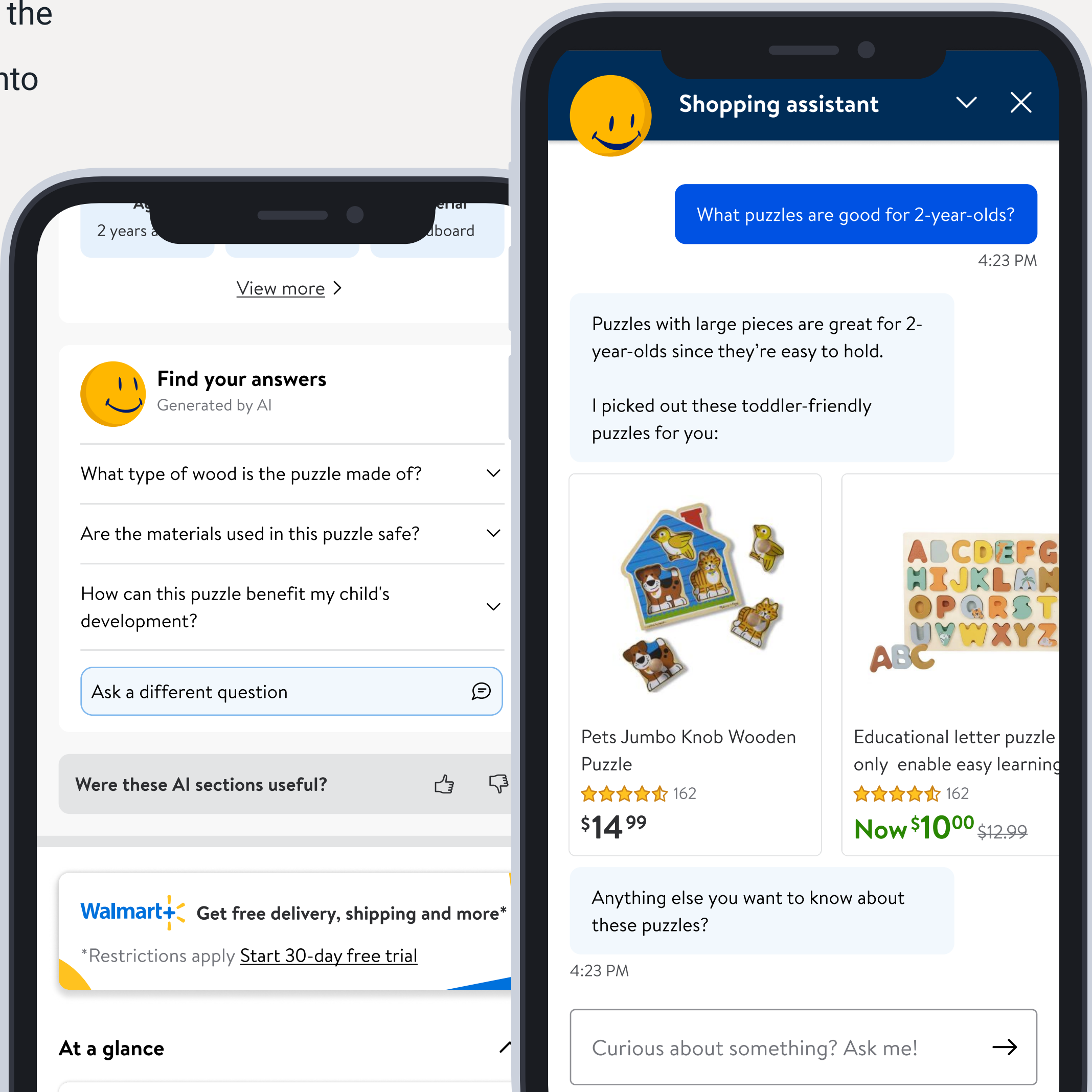
Lead the design of Walmart's Gen AI-powered Smart Shopping Assistant, revolutionizing the customer's shopping experience by seamlessly integrating conversational experiences into the e-commerce platform.

Key contributions

Lead end to end design of the assistant from concept to launch in 5 months.

Crafted the assistant's North Star vision and strategy, aligning business goals, product roadmap, and engineering capabilities.

Developed a scalable conversational AI subsystem within Walmart's design system, enabling consistent AI interactions across platforms



Deep dive into the role

Top featured **designed**

-  Product recommendation
-  Smart follow up suggestion
-  User reviews integration
-  User feedback
-  Information formating

Top **Strategic** initiatives

-  Northstar vision setting and Roadmap Development
-  Innovative Conversational Shopping Framework
-  Crafted AI Assistant's Brand Identity
-  Architected Unified AI Ecosystem for diverse Walmart Assistants

*Note: Will be able to walkthrough the detailed case study in-person**

Previous role, Lead UX designer

In-app voice assistant

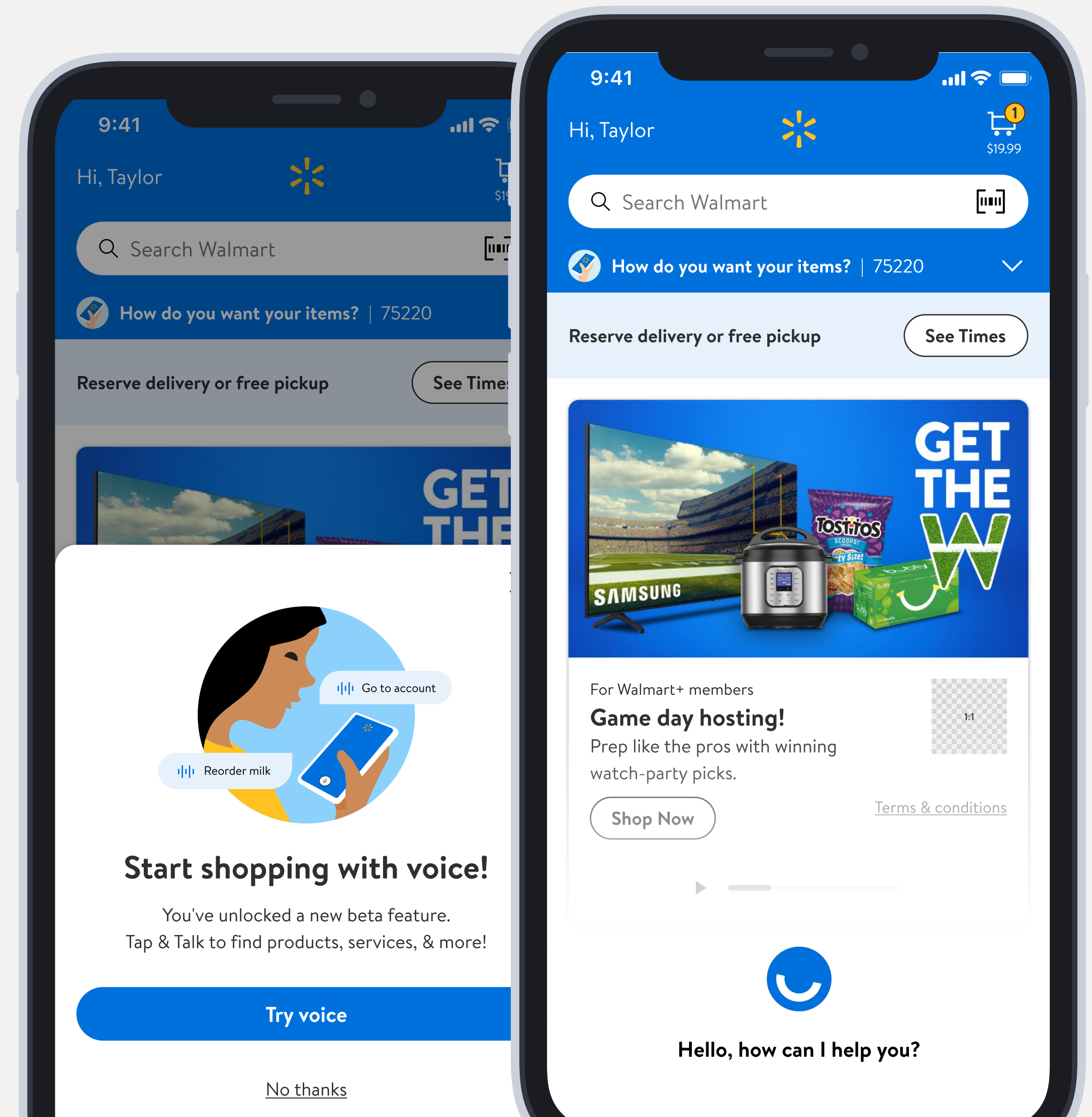
Led the UX design for Walmart's in-app multimodal voice assistant, focusing on voice search, navigation, and transactional use cases. This project laid the groundwork for Walmart's new Gen AI Shopping Assistant.

Key contributions

Designed key voice interaction, including listening states, multi-turn interactions, and transcriptions.

Developed interactive voice prototypes using Adobe XD, After Effects, and Voice Flow to visualize and test design concepts.

Crafted Voice-Driven Transactional Flows for item Checkout, add to list and Pickup Scheduling.



Senior product designer, Sam’s Club (Walmart)

Ask Sam

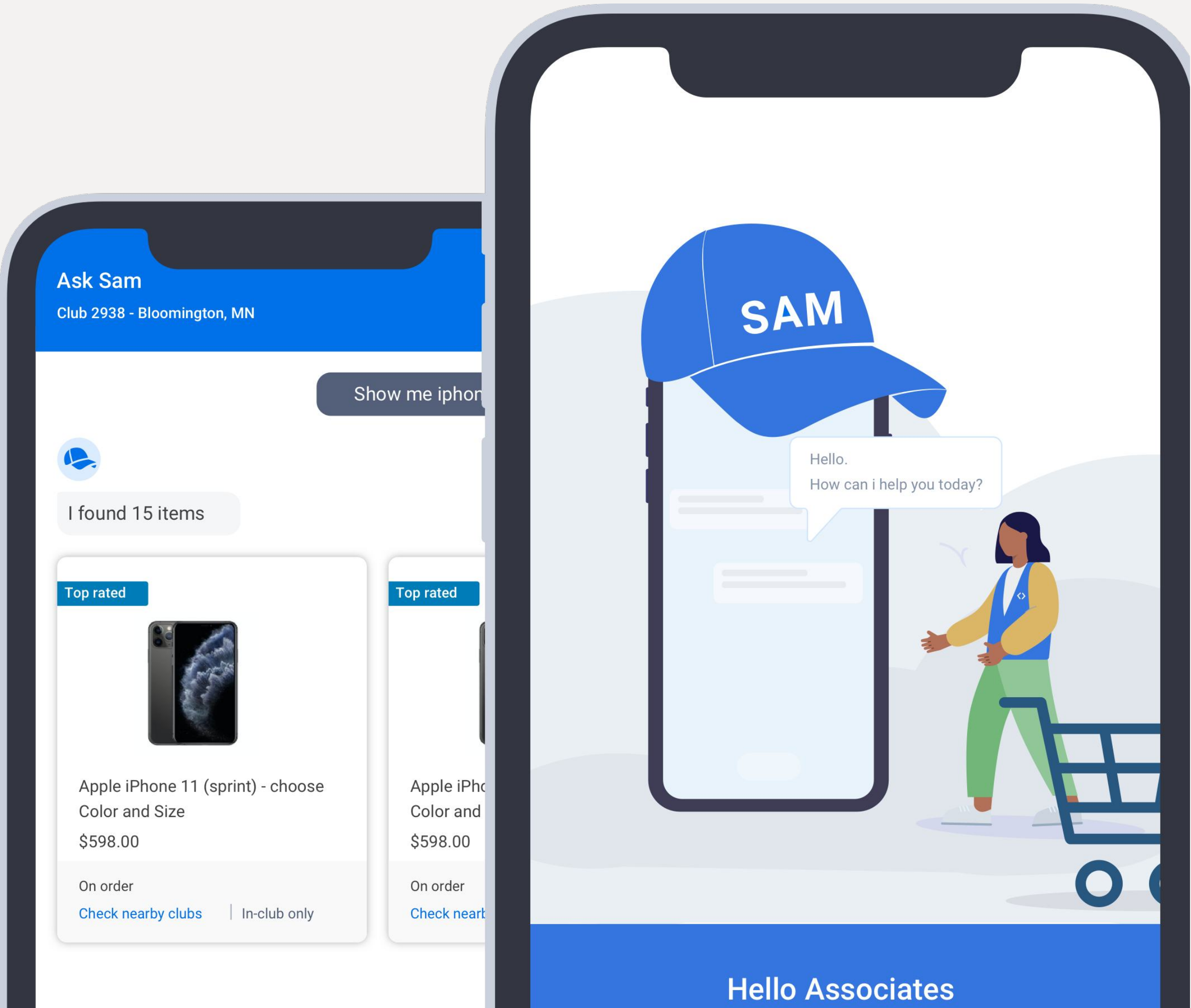
Led the design of 'Ask Sam', an award-winning in-store voice assistant for Sam's Club associates. The product goal is to empower our associates by bringing all the relevant information in Sam’s club to their fingertips.

Key contributions

As the founding designer, I shaped 'Ask Sam' from concept to high adoption product over a 4-year journey.

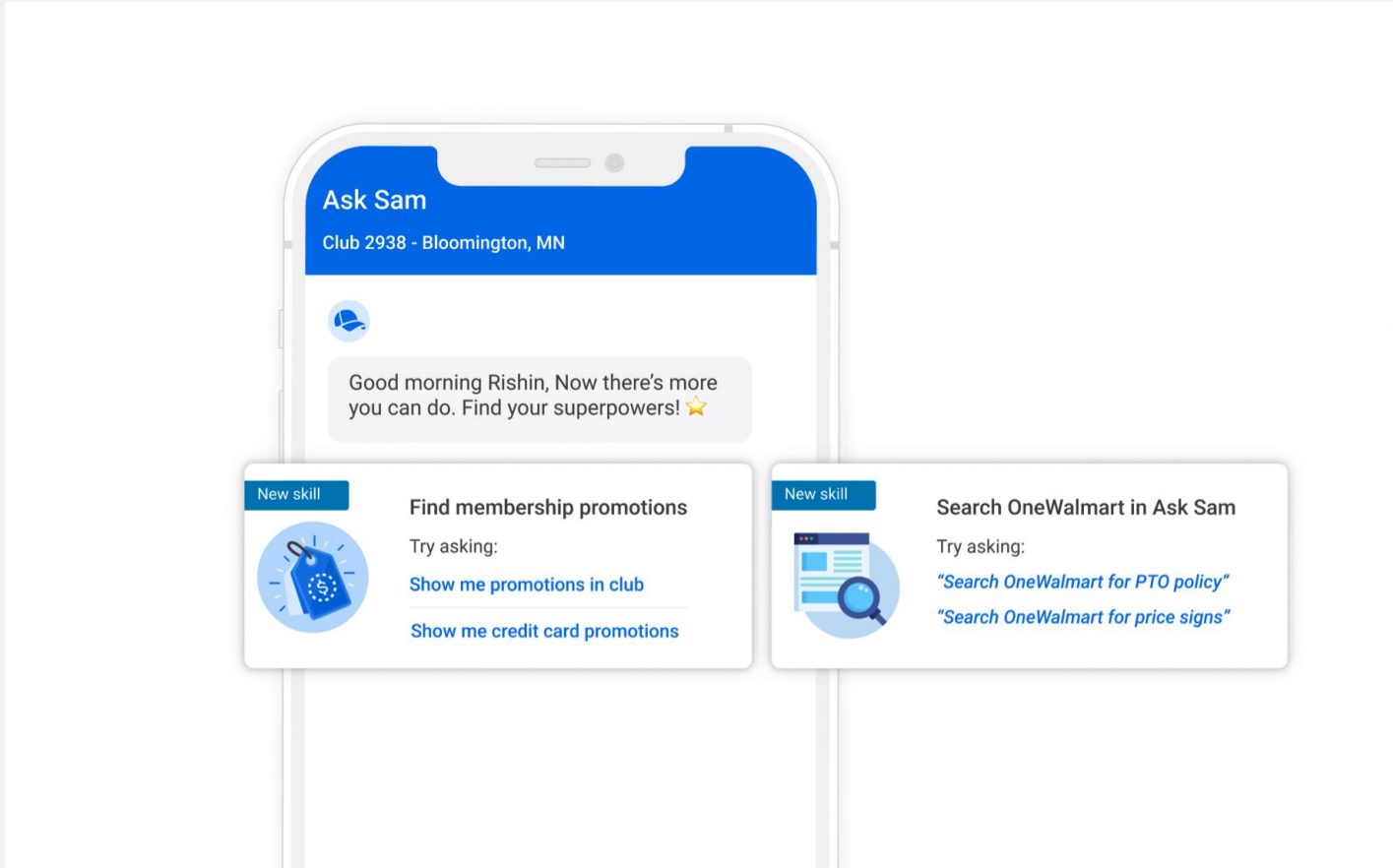
Feature Development: Launched over 50 skills, enhancing associate productivity and customer service capabilities

Business Impact: Delivered significant operational efficiencies, saving 90,000 hours and \$1.4 million monthly.*



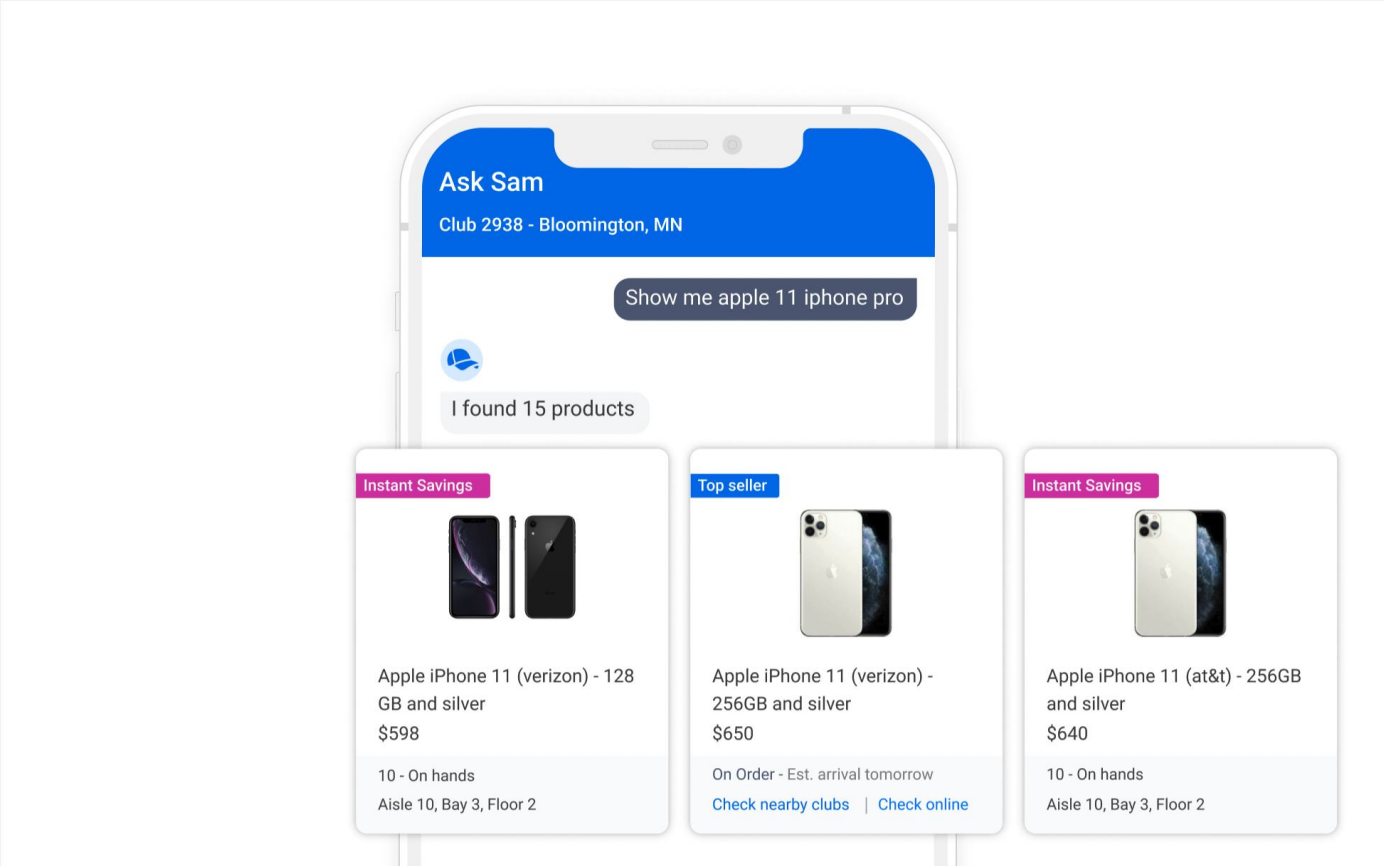
Ask Sam

Use cases



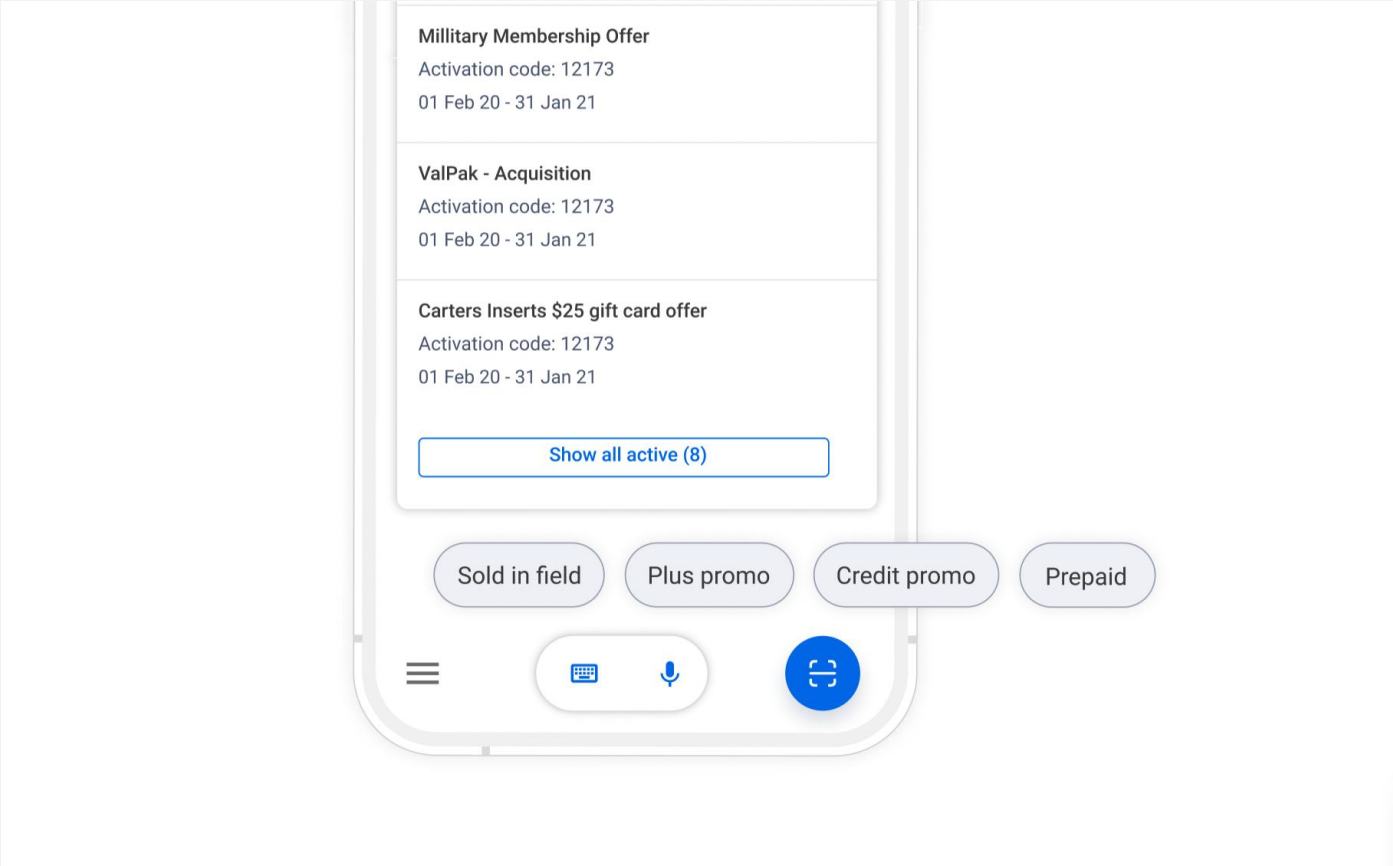
Skill onboarding:

A new proactive skill suggestion model to improve discoverability & Adoption.



Product Lookup: The WeBBY AWARDS

Using conversational AI to make product search better and more efficient.



Membership promotions:

Reimagining a web-based content-heavy platform to a conversational skill.

Senior product designer, Sam's Club (Walmart)

Comdev

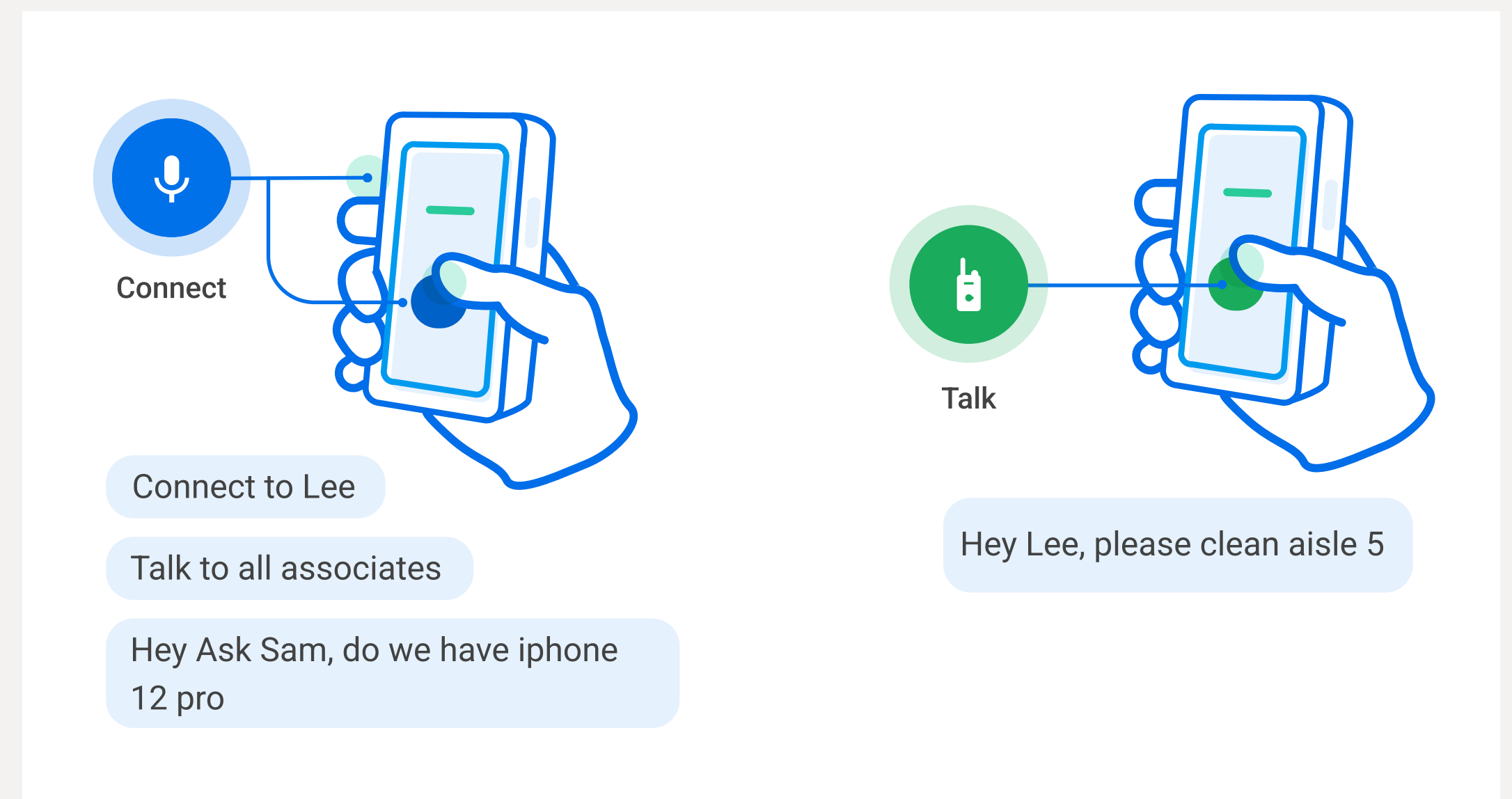
Comdev(Communication device) is an initiative towards replacing the current communication platforms (walkie talkie) with smart digital devices. Team designed a new handheld device (hardware and software) from the scratch. I was part of the software team focusing on Ask Sam implementation.

Key contributions

Worked as an SME towards implementing hands free and voice interaction modal in the device

Lead the design for product lookup and notifications skill in the smart device

Business Impact: Delivered significant operational efficiencies, saving 90,000 hours and \$1.4 million monthly.*



Researcher

Conversational AI research

I conducted a comprehensive analysis of voice design guidelines from major tech companies like Google, Amazon, Microsoft, Apple, and Alibaba. This research explored the underlying principles guiding voice user interface design in the industry. **Published 3 research papers**

Key learnings

How do industry leaders conceptualize conversational AI?

What are the core design principles across platforms?

Is the human-human conversation model optimal for VAPAs?



Senior product designer, TCS

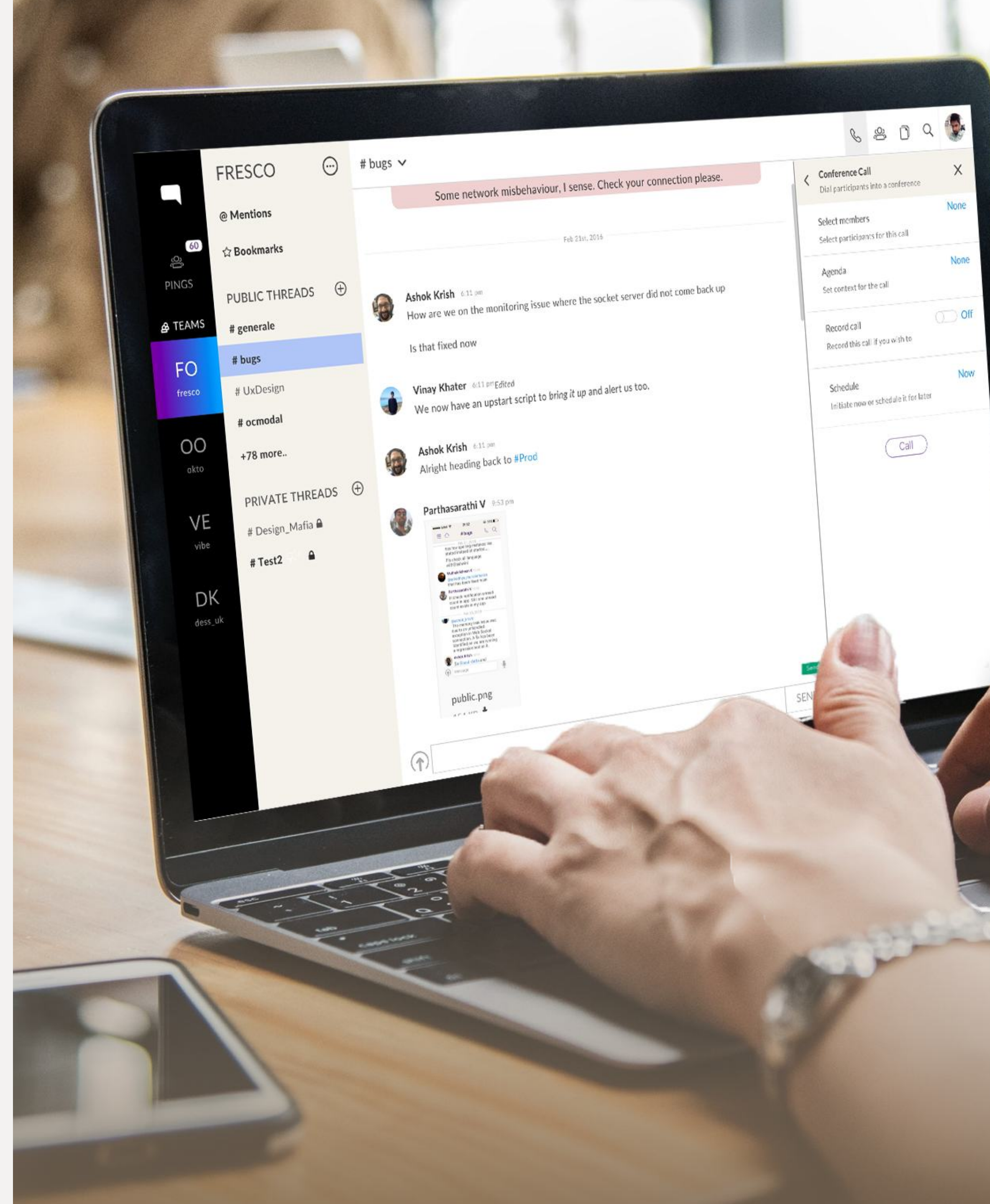
Fresco Chat

Contributed to the company's future workplace vision by designing a conversation and collaboration platform. The goal was to design a mobile-first communication model which aligns with the current enterprise structure and scales efficiently across 400k employees.

Key contributions

Designing interactions for group chat and direct messages

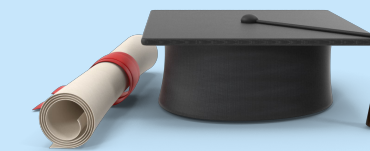
Designing interactions for conference calls and VOIP calls



My journey till now...

**12
years**

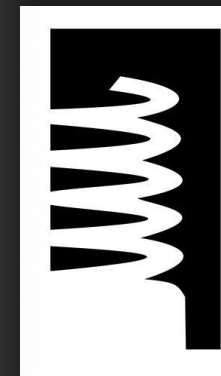
industry
experience



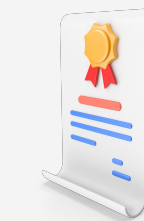
HCI masters
Thesis: Conversational UI

 **prototyping pro**

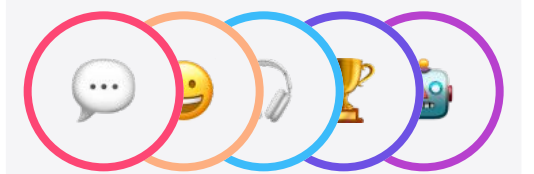
Music + Motion +Voice
prototyping



The **WebBY** AWARDS
Best Use of Voice Technology
Honoree, 2023



voice design
patent



 Design
Community

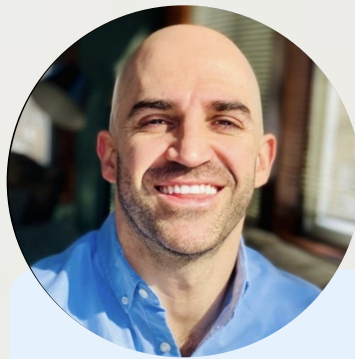


3 Research Publications
On Conversational UI



Stanford
Human centered AI
Certification

Professional Endorsements



David Kendall

Lead product manager

"From the first day we started working together, it was clear that he thinks, works, and collaborates at the highest level. He stays grounded on the problem at hand, asks the hard questions, and executes with grace..."



"After working closely and extensively with Rishin, I'm honored and well-equipped to advocate for him. As a product lead, he's the design counterpart you hope for. From the first day we started working together, it was clear that he thinks, works, and collaborates at the highest level. He stays grounded on the problem at hand, asks the hard questions, and executes with grace.

We were building a multi-modal, voice-centered assistant for Walmart's native app, and Rishin's expertise in UX/UI and conversation design was indispensable. His deep sense of empathy and customer centricism, combined with his obsession with solving problems, made him an invaluable asset to our team. Rishin's ability to quickly develop concepts and prototypes, particularly in the realm of voice interactions, showcased his skillful execution and deep domain knowledge.

Rishin excels at complementing product thinking and strategy through design strategy. His unique value proposition lies at the intersection of conversation design and product design, understanding the complexity of digital products and seamlessly integrating conversational elements into them. His exceptional hard and soft skills make him a trusted and effective collaborator, capable of elevating any project he's involved in."



Benjamin Leiker

Senior Design Manager

"Rishin interweaves a combination of UX design and conversation design that produces unique and needed insights and design decisions in this burgeoning field of conversational AI..."



"As the senior manager of conversation design and UX, I hired Rishin to join my team as the UX design lead. In this role, I came to see how Rishin interweaves a combination of UX design and conversation design that produces unique and needed insights and design decisions in this burgeoning field of conversational AI. Through clear documentation and prototyping, Rishin helped advance our team's and partner's understanding of voice and multimodal applications. While effectively collaborating with product and engineering partners, Rishin has been able to bring depth to the investigation of customer problems and introduce nuances that become intrinsic to the strategy of conversation design. His passion is evident in the way he always brings teams back to the foundational questions to produce the best outcomes for users and customers."



Designing in the Evolving Landscape of AI-Driven Products and Services

The AI revolution is here, reshaping the very fabric of digital experiences. We're witnessing a profound paradigm shift, a move from deterministic systems with predictable outcomes to probabilistic ones that learn, adapt, and surprise. As designers, we must embrace this metamorphosis, transitioning from static interfaces to dynamic, intelligent interactions. Conversational AI has evolved beyond mere chatbots and voice assistants; it's about crafting experiences that intuitively decipher user intent, anticipate needs, and deliver personalized, context-aware solutions. This requires us to:

1. **Embrace Multimodal Design:** Seamlessly weave together voice, text, and visuals to create richer, more immersive experiences that engage users on multiple levels.
2. **Prioritize Scalability and Adaptability:** Design systems that are not just intelligent but also resilient, capable of learning and evolving alongside the rapidly advancing AI landscape.
3. **Cultivate Agility:** Be prepared to navigate uncertainty with a robust design process that emphasizes rapid prototyping, testing, and iteration. Embrace iteration and learning from failures.
4. **Anchor in Human-Centered Design:** Never lose sight of the human at the heart of the experience. Ground every design decision in empathy, ensuring that AI serves as a powerful tool to augment human capabilities, not replace them.



Thanks

Please contact me for detailed case study walkthrough

Contact: rishinr29@gmail.com | (410)900-7256