

Martin Andersen

AI Conversation Designer · Content Designer

PROFILE

A conversation designer and content designer with over six years of experience designing, prototyping, and improving LLM and NLU chatbots and conversational interfaces. I have a deep understanding of how users express intent - including ambiguity, indirectness, and multi-intent phrasing and how to translate these into effective conversational logic and prompts. I combine conversation design fundamentals, UX research, and qualitative and quantitative data analysis to deliver interactions that feel effortless, on-brand, and human. I have extensive experience in localisation across multiple markets, comfortable with ambiguity and rapid iteration, and I am a committed advocate for safe and human-centred AI design.

CORE SKILLS

Conversation Design	Prompt Engineering	LLM & NLP Systems	UX Writing	Content Design
Localisation	User Research	Data Analysis	Figma & Miro	Agile UX

PROFESSIONAL EXPERIENCE

Content Designer – Chatbot & AI · [Awin](#) Jan 2025 – Present

- Designed, prototyped, and optimised conversational flows for Ava, Awin's LLM-powered chatbot - owning end-to-end journey architecture, prompt design, and guardrail stress-testing.
- Analysed qualitative and quantitative performance data to continually refine user interactions, improving resolution rates from 94% to 97% and reducing escalation rates from 25% to 3.1%.
- Established tone, structure, and guidance standards for conversational output, developing a dedicated AI content addendum that aligned the wider team on how the chatbot should behave.
- Collaborated directly with engineering, product, and customer success teams to deliver seamless, human-centric experiences - bridging creative and technical domains throughout.
- Advocated for a measured, data-led rollout strategy over premature global expansion; Ava now serves 13,000+ monthly active users and has delivered 7,500 hours of autonomous support in 2026.

Conversation Designer & Partner Manager · [The Conversation Design Institute](#) Feb 2022 – Dec 2024

- Designed and iterated conversational AI experiences for global clients across banking, retail, and tech, ensuring chatbot behaviour aligned with user intent and business process requirements.
- Led expert chatbot audits across multiple industries - combining qualitative and quantitative data (CSAT, NPS, abandonment rates) to surface failure patterns and prioritise improvements.
- Delivered specialist workshops on conversational AI and LLM design for Meta, PepsiCo, AIB, and Hewlett Packard teams across the US, Europe, and the Middle East.
- Produced persona and tone-of-voice documentation adopted by client teams, with several engagements leading to long-term conversation design projects.
- Established partnerships with conversational AI platforms including Boost.ai, Teneo, and Cognigy.

Conversation Designer · [Freelance](#) Jan 2021 – Feb 2022

- Delivered expert reviews of client chatbots across multiple industries, assessing conversational quality, safety, and alignment with user needs.
- Produced use case maps, dialogue rewrites, and strategic recommendations to improve agent effectiveness.

Creative Writer & Conversation Designer · [Google \(via Adecco\)](#) Jan 2018 – Apr 2019

- Built the Danish Google Assistant personality from scratch. Designed conversational flows, UX copy, and culturally authentic content for the Nordic market, working with linguists and market specialists.
- Created the most-requested feature in the Danish market (reimagined children's songs); developed a Superpower feature piloted across Denmark, Britain, and Germany before EMEA rollout.
- Led an internal workshop on how to write jokes for the Assistant across markets.

Global Creative Copywriter · [Entain \(via Adecco\)](#) Apr 2019 – Feb 2022

- Created UX writing and campaign copy across digital products for Ladbrokes, Coral, bwin, and Gala Bingo; led SEO content strategy for bwin.com across multiple markets.

EDUCATION

The Conversation Design Institute

Certified Conversation Designer 2020

Queen Mary, University of London

MA Modern & Contemporary British History (Merit) 2013

Goldsmiths, University of London

MA Comparative Literary Studies (Merit) 2010

University of Southern Denmark

BA English & Creative Writing (2:1) 2008

LANGUAGES

English - Native

Danish - Native

Norwegian - Intermediate

German - Intermediate

Spanish - Basic

Dutch - Basic