

# Martin Andersen

Senior Conversation Designer & AI Strategist

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## PROFILE

A strategic and hands-on Conversation Design specialist with over six years of experience designing, deploying, and improving AI-driven customer experiences. A strong advocate for human-centred AI, I combine deep knowledge of how prompts, knowledge bases, APIs, and guardrails work with a passion for developing data-led, long-term strategies that lead to more effective, trustworthy, and safe at scale user experiences.

## CORE SKILLS

Conversation Design	AI Strategy	Prompt Design	UX Writing	Content Design
QA & Governance	LLM Systems	User Research	Agile UX	Data Analysis

## PROFESSIONAL EXPERIENCE

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

- Owning the end-to-end conversation design and quality assurance of Awin's LLM-based chatbot, Ava, ensuring agent responses are accurate, safe, and on-brand.
- Conducting AI quality assurance reviews to identify knowledge gaps and performance patterns.
- Collaborating with engineering and customer success teams to improve the user experience.
- Working closely with content design colleagues to deliver writing guidelines that are applicable across surfaces.
- Developing AI strategy recommendations and contributing to roadmap decisions around automation scope and agent evolution.

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

- Designed and iterated conversational AI experiences for multiple clients worldwide, ensuring chatbot behaviour aligned with business process specifications and user needs.
- Led client workshops and training sessions, translating complex AI concepts into actionable design decisions for non-technical stakeholders.
- Supported several top UK and Irish banks in delivering improved, safer, and scalable customer journeys.
- Provided AI strategy consultancy, advising clients on automation scope, persona development, and guardrail design for their virtual assistants.
- Conducted customer data analysis to surface failure patterns and prioritise improvements based on user experiences and needs.
- Established and maintained external partnerships with platform providers such as Boost.ai, Teneo, and Cognigy.

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

- Delivered industry-agnostic expert reviews of client chatbots, assessing quality, safety, and alignment with user expectations.
- Produced use case maps, rewrites, and strategic recommendations to improve agent effectiveness and reduce failure rates.
- Consulted on conversation design best practices, persona development, and the design of digital assistant personalities.

### **Global Creative Copywriter** · [Entain](#) *Apr 2019 – Feb 2022*

- Created UX writing and campaign copy across digital products for Ladbrokes, Coral, bwin, Gala Bingo, and other major in-house labels.
- Led SEO content strategy for bwin.com, producing research reports and data-informed copy recommendations.
- Contributed to on-site UX writing projects, developing a user-centred voice across high-traffic digital surfaces.

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

- Built and developed the personality and conversational voice of the Danish Google Assistant.
- Wrote and iterated UX copy and dialogue flows, conducting performance reporting and UX training sessions across several markets.

### **Content Writer** · [Fleetway](#) *Jul 2016 – Dec 2017*

- Produced creative content for website and social media channels.
- Wrote UX copy for an in-house travel app, applying user-centred writing principles to improve journey clarity.

## **EDUCATION**

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### **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**

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**English** - Native

**Danish** - Native

**Norwegian** - Intermediate

**German** - Intermediate

**Scottish Gaelic** - Basic