

Martin Andersen

Senior Conversational AI Designer · AI Strategist

martin.sol.andersen@gmail.com

07711 132 641

www.martin-andersen.com

London, N10 1HH

PROFILE

Senior Conversation Designer and AI Strategist with six years of experience designing chatbots and conversational interfaces in regulated environments, including financial services and banking. Combines deep expertise in end-to-end journey design, NLP, and prompt engineering with strong cross-functional influencing skills - working across engineering, product, data science, and customer success to deliver measurable outcomes. Experienced in AI risk assessment, guardrail design, and responsible AI implementation, with a proven track record of using data-driven insights to improve performance at scale. A clear, structured communicator equally comfortable advising senior stakeholders and getting into the details of conversational architecture.

CORE SKILLS

Conversation Design	NLP & LLM Systems	Journey Architecture	AI Risk & Guardrail Design	Prompt Engineering
Data Analysis	Content design	Communication and presentation	Cross-Functional Collaboration	Dialogue Flow & State Design

PROFESSIONAL EXPERIENCE

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

- Led end-to-end conversational AI design for Ava, Awin's LLM-powered chatbot - owning content architecture, tone and style, prompt design, context engineering, and guardrail stress-testing from concept through to global deployment.
- Mapped risks early and established quality and safety frameworks that ensured responsible deployment across UK, US, and international markets.
- Applied conversation design principles to improve how the chatbot understood and resolved user intents - driving resolution rates from 94% to 97% and reducing escalation rates from 25% to 3.1%.
- Used qualitative and quantitative data analysis (CSAT, performance metrics, failure pattern reviews) to inform design strategy and prioritise improvements.
- Collaborated with senior stakeholders and cross-functional teams (engineering, UX, product, customer success, and marketing) to align on AI strategy, advocating for a measured rollout over premature global expansion based on test data.
- Developed a dedicated AI content and evaluation framework, defining quality standards and governance for LLM output across the organisation.

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

- Took on conversation design and AI strategy engagements for several of the UK and Ireland's leading banks - focusing on difficult customer journeys.
- Conducted end-to-end journey audits and service blueprinting across financial services, automotive, and tech clients - combining CSAT, NPS, and abandonment data with qualitative insights to identify failure patterns and drive improvements.
- Delivered specialist conversation design workshops for Hewlett Packard, Meta, PepsiCo, and AIB, The workshops were aimed at building internal team capability and producing persona and governance documentation to establish operational standards for NLU, LLM, and hybrid models.
- Advised clients on AI risk, guardrail design, prompt engineering, and automation scope - providing senior stakeholders with strategic recommendations on responsible conversational AI deployment.

- Managed partnerships with conversational AI platforms including Boost.ai, Teneo, and Cognigy, maintaining a working knowledge of platform architecture and integration considerations.

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

- Delivered expert conversational AI audits across multiple industries - assessing journey quality, NLP performance, safety standards, and team capability, with prioritised improvement recommendations.
- Produced use case maps, flow rewrites, and strategic recommendations to improve agent effectiveness and reduce costly handover rates.

Global Creative Copywriter · [Entain](#) 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.

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

- Designed and built the Danish Google Assistant personality end-to-end, collaborating with linguists and market specialists to deliver a culturally authentic, user-focused conversational experience.
- Developed features adopted across EMEA markets; led an internal workshop on how to create new and original material for the wider Assistant writing team.

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