

Martin Andersen

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PROFESSIONAL HISTORY



Conversation Designer & Partner Manager

FEB 2022 - Present

- Project management.
- Conversation design.
- UX writing
- Conducting client workshops and training via Miro and Figma.
- CAI strategy consultancy.
- Client customer data analysis.
- Establishing and maintaining partnerships.

Conversation Designer

Jan 2021 - FEB 2022 (Freelance)

- Industry-agnostic expert reviews on client chatbots.
- Use case mapping, (re)writing, and strategising.
- Consultation on best practices for conversation design.
- Persona development of digital assistants.

Σntain

Global Creative Copywriter

APR 2019 - FEB 2022

- Creative copy for campaigns and on-site assets.
- Writing promotional copy for bwin, Ladbrokes, Coral, Gala Bingo, Foxy and other labels.
- Leading SEO writing for bwin.com.
- UX writing and creating research reports.

Google Assistant via Adecco Creative Writer and Conversation Designer

JAN 2018 - APR 2019

- Building and developing the Danish Assistant personality
- Conversation Design
- UX writing for the Nordic market
- Writing reports on performance
- Conducting UX training sessions

London-based, experienced conversation designer and UX writer. I enjoy finding the human stories within customer and AI journeys.

SKILLS

- Creative Writing
- Conversation Design
- UX Writing
- CAI strategy
- Content Design
- Prompt design
- User-centred design
- Data Communication
- Agile UX

EDUCATION

The Conversation Design

Institute: 2020

Certified Conversation Designer

Queen Mary, University of

London: MA, 2013

Modern and Contemporary British History, Merit

Goldsmiths, University of

London: MA, 2010

Comparative Literary Studies. Merit

University of Southern

Denmark: BA, 2008

English and Creative Writing, 2:1

fleetway*

Content Writer

JUL 2016 - DEC 2017

- Creative content for the website and social media
- UX writing for in-house travel app

GROUPON®

Content Manager and Researcher

APR 2014 - DEC 2015

- Writing copy and transcreating deals for websites.
- Researching and converting leads.
- Performing competitor analysis.

LANGUAGES

English - Native
Danish - Native
Norwegian - Intermediate
German - Intermediate

Hobbies/Interests

Illustration
Literature
History
Cycling
Football
Tennis
Northern Soul