

# Lisa Falkson

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## Summary

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Conversational AI design leader with 25+ years of experience in products, platforms and devices utilizing speech recognition, natural language understanding (NLU), and artificial intelligence (AI). Industry leader in combining customer-focused conversation design with other modalities such as visual, touch, sound, and UX writing.

Named #4 on Top 17 Product and Design Leaders in 2020 (<https://voicebot.ai/top-design-product-pros-in-voice-2020/>), and Women in Voice "Woman of the Year" in 2022.

## Work Experience

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### Senior UX Design Manager, Amazon Alexa Experiences and Services 2026

April 2024 - January

- Led Conversation Design (CxD) for Alexa+ core functionality, as well as UX Design for Trust (Privacy, Accessibility and Responsible AI) and Personality
- Spearheaded adoption of new, LLM-based conversation design documentation
- Managed over 20 (full-time + contract) direct reports, lowest team attrition rate in devices design
- Maintained a consistent manager satisfaction rating between 4.6-4.9/5.0 in monthly reports

### Senior Conversation Designer & UX Manager, Amazon Alexa Domains

Sept 2023 - March 2024

- Managed a team of Conversation Designers and UX Designers owning Alexa Communication, Home Productivity, Kitchen, Alexa for Everyone (Aging and Accessibility), Privacy and Security.
- Promoted to Senior Manager after less than 6 months as a UX Manager.

### Senior VUI/Conversation Designer, Amazon Devices Design Group

July 2018 - August 2023

- Led VUI/Conversation Design for Alexa Communications domain: Announcements, Messaging, Calling, Drop In, and Connection Resolution.
- Defined top performing multimodal (voice + screen) patterns for disambiguation and confirmation, resulting in 4% increase in customer success rate.
- Wrote a 3-page document to present to VP and Directors to form a team of VUI/Conversation designers in the organization. After immediate approval, was granted management role and 4 headcount.
- Hired and managed a team of Conversation Designers focused on Alexa Communication + Social, FireTV, Alexa Mobile app, and new screened devices such as Echo Show 10, 15.

### VUI Designer, Adecco at Google

Sept 2017 - Jan 2018

- Wrote best practices documentation in frameworks team for Google Assistant.
- Consulted on in-car dialogs for Android embedded application.

### Principal Voice UX Architect, NIO

April 2016 - June 2017

- Hired as first member of the UI/UX team and first female engineer in the company, tasked with creating advanced, innovative voice solutions for a new electric car.
- Filed 2 patent applications in 10 months, 1 as the primary inventor.

**Senior VUI/UX Designer, CloudCar****Feb 2015 - April 2016**

- Owned voice user experience for the justDrive GO, TALK, PLAY JLR (Jaguar Land Rover) application.
- Designed voice flows, wrote prompts and screen text for all the JLR justDrive domains: Navigation, Media, Communications, and Help.
- Evaluated speech recognition performance, including the definition and tuning of the NLU (Natural Language Understanding) engine. Assessed partner NLU solutions for localization to UK English, French, Italian, German and Spanish.
- Wrote internal dashboard tool (Ruby and HTML) for Design, Product, QA and Engineering to identify and correct issues with the application.

**Senior Voice User Interface Designer, Amazon Lab126****Oct 2013 - Feb 2015**

- Launched Amazon's first 3 speech products: Amazon Fire TV, Fire Phone and Echo.
- Defined (with Product team and 1-2 other Senior VUI Designers) the "Alexa" persona and phatic (conversational) speech.
- Led Devices Voice UX to deliver high quality experiences on multiple hardware and software platforms.

**Principal Experience Engineer, Volio, Inc.****Oct 2011 - Sept 2013**

- Designed, developed and tested multimodal (speech and touch) applications for mobile devices on the Volio platform, an interactive video experience guided by voice.
- Bridged creative & engineering teams to design the most effective, natural user experience.
- Launched the "Talk to Esquire" interactive video iPad/iPhone application in March 2013.
- Recipient of the "Demo God" award for the "Talk to Ron" application in April 2013.

**User Interface Designer, Nuance Communications****Aug 2010 - March 2011**

- Part-time consulting on new and existing user interface designs, grammars and tools.

**Senior Voice User Interface Architect, Nuance Communications****April 2000 - April 2007**

- One of six employees handpicked to join sales team in presales engagements with large enterprise customers. Won large accounts such as Expedia, Alaska Airlines, Detroit Energy, Daimler-Chrysler.
- VUI Architect (design, development and test lead) on projects across multiple large-scale enterprise verticals: brokerage, banking, travel, transportation, healthcare and utilities.
- Performed detailed call monitoring, data analysis, grammar and parameter tuning to improve speech system performance.
- Evaluated current automated systems and proposed new ones.
- Created and maintained custom proof-of-concept demos for customers.

**Product Engineer, Sun Microsystems****July 1998 - April 2000**

- Evaluated and tested SRAM (L2 cache) for high-end server and desktop systems. Managed multiple vendors (IBM, Sony, Samsung and Motorola).

**Volunteer Positions**

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**Board of Directors, Stanford Professional Women (SPW) Bay Area****October 2016 - present**

- Communications Chair since 2017, in charge of all communications channels

**Advisor, Witlingo****February 2016 – present**

- Advisor to startup company ([www.witlingo.com](http://www.witlingo.com)): a SaaS platform for multi-channel, multi-language communications

## Publications

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["Elements of Voice First Style"](#) – technical reviewer

["Conversations with Things"](#) – main technical reviewer, and referenced for multimodal voice interfaces

["Designing Voice User Interfaces"](#) - Interviewed and referenced throughout the book

["Ubiquitous Voice: Essays from the Field"](#) – editor and author, paperback released July 2018, Kindle 2020

## Patents

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**Personalized news recommendation engine** – US Patent 10747833 - issued August 18, 2020

**Voice biometric pre-purchase enrollment for autonomous vehicles** – US Patent 10464530 - issued November 5, 2019

## Education

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### University of California, Los Angeles

M.S., Electrical Engineering, Speech and Auditory Perception Laboratory (SPAPL).

### Stanford University

B.S., Electrical Engineering, concentration in digital signal processing

## Skills

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**Technology:** Large Language Models (LLMs), Generative AI for voice and chat

**Design Software:** Adobe Photoshop, Adobe Audition, Figma, Voiceflow

**Development/Test Software:** Python, Java, C++, Ruby, Node.js, javascript, Alexa Skills Kit, Amazon Web Services, MATLAB, HSPICE

**Languages:** French (working proficiency), Spanish (limited working proficiency)