

MORGAN JONES

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 [Portfolio](#)

With over a decade of experience in UX and conversation design, I bring deep expertise in crafting conversational flows, shaping the personality, and tone of generative AI conversations across modalities. My work spans both voice and chat, including design, development, and testing. I've authored high-velocity prompt sets, definitions, rubrics, and user-facing content aligned with product voice and performance goals. From leading persona tuning efforts to delivering executive-level insights, I consistently bridge technical and content disciplines to drive innovation. My background in linguistics, film and UX writing supports my ability to design expressive AI systems that deliver intuitive, human-centered experiences.

EDUCATION

	UWM	Bachelor in Visual Communication, Animation & Film
	UCSC	Bachelor in Philosophy & Linguistics
	Career Foundry	Data Analysis /Product Design bootcamps
	GATech	HCI certification , Web Accessibility
	Scrum Alliance	CSPO certification

ACHIEVEMENTS

Facilitated **10** Design Thinking Workshops and **60** user research interviews and **100** SME interviews

Improved USAGov Scam Wizard product by **85%** after product redesign

Improved Verse.io AI product **60-90%** after product redesign with applied NLU and UI principals

Managed **5** teams, mentored **8** designers, Collaborated with **50** different developers or engineers

Designed and built **25** AI pilot projects and demos

Saved Sybase **70%** in localization fees by spearheading their user interaction and doc redesign project

EXPERIENCE

Purple Rock Scissors

December 2024 – present

Clients:

- Google
- Google

SENIOR UX CONVERSATION DESIGNER (CONTRACTOR)

Conversation and Interaction Design for Google Glasses

- Designed end-to-end natural language flows and optimized Gemini Live model behaviors for glasses and XR form factors, creating intuitive, multimodal conversational experiences.
- Built linguistically grounded conversational patterns, applying Grice's principles, to improve clarity, relevance, and naturalness across system responses.
- Applying scalable UX writing systems and style guide that support conversational interactions.
- Collaborated closely with UX, other conversation designers, and interaction designers to align on unified conversational behaviors and resolve ambiguous problem spaces.
- Executed a continuous test-modify-improve flywheel, evaluating and refining model outputs to enhance accuracy, tone alignment, and user experience quality.

Overlays and Screenshare conversation design for Gemini Live

- Evaluated multimodal interaction patterns integrating voice, visual, and contextual inputs, improving user comprehension and cross-modality continuity.
- Created and optimized conversational flows and instruction sets for model training, driving better conversational responses and improved user satisfaction.
- Evaluated and tested visual overlay, screen-sharing, and video experiences, applying conversation design principals and the style guide for Gemini Live multimodal sessions.

SENIOR UX CONVERSATION DESIGNER (CONTRACTOR)

- Designed and optimized agentic conversational experiences for chat and voice, improving coherence, response accuracy, and user satisfaction across Gemini Live and web platforms.
- Collaborated with UX, content, linguistics, and engineering teams to develop multimodal interaction patterns, streamlining cross-functional alignment between product and model design.
- Created adaptive personality frameworks, enabling more human-like, context-aware responses at scale.
- Authored system instructions and prompt sets to refine tone, behavior, and model responsiveness across Gemini surfaces.
- Conducted VUI design and testing, ensuring seamless transitions between text and voice modalities.
- Evaluated and iterated on reasoning model performance, aligning outputs with UX principles and improving interpretability for end users.

Ad Hoc, LLC

November 2022 –
December 2024

Clients:

- VA.gov
- USA.gov

SENIOR RESEARCHER AND DESIGNER (CONTRACTOR)

- Assimilated into the VA ecosystem, while establishing relationships with key stakeholders for projects I've been involved in at the VA
- Drafted research artifacts for user testing sessions investigating the authenticated user experience in order to improve user trust
- Constructed data queries in Medallia to discover user states which led to research questions
- Conducted moderated testing following the research plan and conversation guide

VOICE USER INTERFACE DESIGNER (CONTRACTOR)

- Led a comprehensive product discovery and user experience study to identify project boundaries and inform VUI design proposals for USA.gov that considered accessibility and government compliance requirements
- Collaborated and executed data-driven user research using diverse methodologies such as usability testing on prototypes, card sorts, and observational interviews to inform product roadmaps and design decisions that resulted in an 85% improvement in user experience
- Gained buy-in from board of directors by presenting project progress and research findings that utilizing compelling visualizations and storytelling techniques
- Collaborated with cross-functional SMEs to develop journey maps, personas to guide the design process and align stakeholders
- Synthesized feedback into improved designs from moderated and unmoderated user testing using agile methodologies

Verse.io

April 2022 –
November 2022

MANAGER OF AI CONVERSATION DESIGN PRODUCT TEAM

- Formed the conversation design department, engaged in analyzing large datasets to inform designs, leveraging linguistic principles and psychological factors to improve user engagement and lead generation by 60-90%
- Utilized Design Thinking strategies and advanced user research methods to elevate AI product designs and to help achieve superior outcomes for the sales team by increasing client confidence in our ability to generate leads
- Managed and mentored direct reports, fostering a culture of collaboration, innovation, and excellence, which included regular testing for API and effectiveness of user flows
- Increased cross-functional collaborations to improve communication on legal matters, concierge involvement, and client communications by 90%

Affinity, LLC

2021 – April 2022

JOURNEY DESIGNER/PRODUCT DESIGNER

- Designed multimodal user journeys for web and mobile, applying Design Thinking and persona insights to create intuitive, human-centered experiences.
- Built a scalable design system with accessibility standards, style guides, and best practices

to unify design and development workflows.

- Led a small cross-functional team through the full product lifecycle, ensuring collaboration and delivery of high-quality, user-focused solutions.
- Conducted product discovery and iterative testing, improving user satisfaction and task success rates by over 100%.
- Designed a virtual assistant-guided multimodal app for sales, insurance, and industrial teams, improving efficiency and engagement.
- Partnered with engineering to execute integration and system testing for proprietary multimodal journeys.

Two Pie Films, LLC SOUND DEPARTMENT/FILMMAKER (FOUNDER)

2011 – 2021

Clients:

- SNAP
- Riverwest Realty, Shorewest Realty
- Various mini-series
- The September Club

- Led purposeful user research and survey methods to learn actionable design changes
- Using customer data and user personas to inform the content strategy that aligned with the brand voice and audience preferences, my team developed award winning documentary and animated films that increased engagement by 50%
- Collaborated with subject matter experts and corporate clients to develop scripts and brand stories that resonate with target audiences and drive engagement
- Recorded and edited sound for films using a boom, multi-track recorder, Adobe Audition, and ProTools.
- Developed style guides to guide best practices for combining visual and audio experiences, ensuring accessibility and UX design standards
- Expert in Adobe Creative Suite including After Effects, Premiere, and Audition

Apex

2014 – 2016

Clients:

- Northwestern Mutual

UI & CONTENT SPECIALIST (CONTRACTOR)

- Interviewed users to learn about use cases, then implemented actionable design changes based on the new information
- Improved the user experience for employees by 95% using Northwestern Mutual's internal content management system, while also adhering to the established design system
- Leveraged design skills to visually represent complex information, making it easier for call center employees and financial representatives to understand
- Designed and created new content and digitized previous process to migrate content to a central knowledge base, improving accessibility by 100% for 32 departments leading to a more user-centric experience overall

Writing Center

2011 – 2013

WRITING COACH

- Mentored and coached 200 writers, fostering effective communication and critical thinking skills across various subjects and levels
- Provided constructive feedback in sensitive situations to support writers' academic growth

Sybase (SAP)

2005 – 2011

UX WRITER/UI DESIGNER/TECHNICAL WRITER

- Led the DITA migration and redesign of enterprise help systems, cutting localization costs by 70% and improving scalability and accessibility.
- Conducted user research and IA testing to guide navigation, structure, and content strategy for more intuitive self-service experiences.
- Partnered with engineering, product, and design teams to ensure documentation and interface alignment, establishing UX standards still in use today.
- Early experience in structured content and system design that informed my later focus on AI-driven, multimodal interaction design for products like Gemini Live.