

# Adam D. Elman

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## Principal Conversation Designer for AI applications

- Principal Voice/Conversation Designer with 20+ years of industry experience
- Skilled at analyzing goals and constraints from user, business, and engineering perspectives, and synthesizing them into operational experience models and effective solutions.
- Recognized expert in voice user interface (VUI) design, voice assistant design, agentic experience design, working with Generative AI and specifically Large Language Models (LLM).

## SKILLS

Large Language Models (LLM) | Prompt Engineering | Voice User Interface Design | Interaction Design | Agent Design | Conversation Design | Python | Java

## EXPERIENCE

**AMAZON, Sunnyvale, CA**

**August 2016 - October 2025**

**Principal Voice/Conversation Designer**, October 2019 - October 2025

Led conversation design for many Alexa features (e.g., weather, timers, alarms, calendar). Significant contributor to internal Alexa VUI design guidelines and conversation design training. Defined conversation quality standards and conversation design approach for Alexa+ as we shifted to LLM- based experiences.

- Led the creation of conversation design guidance for core Alexa capabilities including question answering and proactive behaviors. Guidance became standard training for knowledge engineers and designers
- Spearheaded the creation of design frameworks that defined significant Alexa features including communications capabilities, notes/memories, and calendaring, leading to new feature programs
- Defined criteria for evaluating Alexa+ responses to enable tuning data creation and prompt improvements, resulting in significant improvements via both prompt engineering and fine-tuning
- Revamped conversation design process and deliverables for LLM technologies, producing a new standard operating procedure for conversation designers in Alexa+

**Senior Voice/Conversation Designer**, August 2016 - September 2019

Designed features and functionality for Alexa, focused on voice/conversational UI for features such as general Q&A and weather.

- Built modules and taught in Voice Design training program, training around 200 UX designers and product managers on the basics of voice/conversation design
- Created feature designs for flight status and public transit navigation
- Significantly improved error responses for non-understood requests

**INTEL, Santa Clara, CA**

**February 2013 - July 2016**

**Senior Interaction Designer**

Designed experiences for next-generation hardware and software capabilities including natural user interface, authentication and security, and advanced wireless capabilities. Mentored junior designers and developed team skill sets in interaction design. Responsibilities included interaction design, experience evaluation, experience strategy planning.

- Designed full setup experience for Wireless Docking reference design
- Created design guidance for multimodal gaming with Intel RealSense

- Collaborated with teammates to develop a design process based on realistic scenarios and customer personas

## **MICROSOFT, Mountain View, CA**

**April 2007 - February 2013**

### **Senior User Experience Designer**

Designed and prototyped applications for multimodal speech applications across mobile phone, automotive, tablet/PC, and TV screens.

- Designed voice information system including navigation and traffic information for Ford SYNC
- Developed guidance for multimodal applications for mobile
- Developed design guidance and prototyped voice UI experiences for Xbox Kinect gaming system

## **ADDITIONAL RELEVANT EXPERIENCE**

### **TELLME NETWORKS, Mountain View, CA**

#### **Voice User Interface Designer**

- Designed IVR (interactive voice response) telephony systems for free information service (1-800- 555-TELL)
- Developed customer-service systems for clients including Orbitz, American Airlines, AT&T, and United Health Group

### **EAZEL, Mountain View, CA**

#### **Software Engineer**

### **HIGHWIRE PRESS, Stanford, CA**

#### **System Architect / Product Manager**

- Designed the core system architecture for Highwire's online scholarly-journal publication platform
- Led the program to publish the Oxford English Dictionary online for the first time
- Defined product requirements and initial UX designs for Highwire Bench>Press, an online journal submission service

## **EDUCATION**

### **M.S. Computer Science, Human-Computer Interaction**

Stanford University, Stanford, CA

### **B.S. Computer Science**

Stanford University, Stanford, CA