SHRUTI MURALI

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WORK EXPERIENCE

JP Morgan & Chase, *VP of User Experience Design, Chase Digital Assistant*   May '23 - Nov '23
- Prototyped chatbot features, improving UX for 1M+ users and saving $150K/month
- Collaborated with Product, Engineering, and Content to refine prototypes
- Ensured the integration of ethical AI practices into prototype development

NASA, *AI Product Design Prototyper, Future Works Lab (Write-up)*   Sept '23 - Oct '23
- Used Figma to prototype "Future Works Lab," a GenAI tool that finds research gaps
- Conducted user interviews with astrophysicists to refine the prototype
- Outlined deployment strategy and cost to demonstrate feasibility and scalability

Instacart, *Lead Conversational AI Designer, Instacart Chatbots*   May '21 - May '23
- Prototyped chatbot features, improving UX for 10M+ sessions and saving over $3M
- Collaborated with Product, Engineering, and Content to refine prototypes
- Developed prototypes for sensitive queries in partnership with Trust & Safety
- Established AI governance and design processes for prototype development

Apple, *Conversational AI Design Producer, Siri and Shortcuts*   Jun '20 - Sep '20
- Prototyped dialogues for Siri Safety & Wellness, emphasizing trust and user security
- Led Design Sprints for Shortcuts, streamlining the prototype-to-engineering workflow

Marinus Analytics, *Researcher, AI for Social Good, Funded by the NSF*   Jun '19 - Aug '19
- Conducted research to help prototype AI to combat human trafficking and cyber fraud
- Collaborated with law enforcement (FBI, NCMEC) to integrate AI tools

Yahoo! x Carnegie Mellon University, *Lead Conversational AI Designer, Voice Assistant*   Jun '18 - Dec '18
- Led research on human-AI rapport to design a model for a voice assistant prototype
- Used findings to iteratively refine the prototype with engineers, enhancing user interaction
- Co-authored an award-winning publication on the prototype's development and impact

ADDITIONAL EXPERIENCE

Agnes Scott College, *Guest Lecturer & AI Ethics Advisor*   Apr '23 - present
- Teaching conversational AI prototyping and developing an AI ethics curriculum

Open Voice Network, *Task Force Volunteer, Ethical Use of Voice Technology*   Oct '22 - Dec '23
- Enhanced documentation for designing voice tech, focusing on sensitive queries

EDUCATION

Carnegie Mellon University, *Dean's List with High Honors, GPA: 3.8/4.0*
Bachelor of Science, Decision Science
Bachelor of Arts, Psychology

Skills: Prototyping, Product Design, Information Architecture, User Experience Design, User Interface Design, User Research, Wireframing, Product Strategy, Software, User Requirements, Data Analysis, Project Management, AI Ethics, Trust & Safety, Natural Language Understanding, Conversational AI, Generative AI

Prototyping Tools: Figma, Voiceflow, Solvvy