

ALANA CORTÉS

CONVERSATION & MODEL BEHAVIOR DESIGNER

Experimenting at the edge of language, logic, and a little bit of wonder.

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USA

SUMMARY

Bilingual (English/Spanish) Model Behavior Designer and AI Conversation Architect with years creating human-AI interactions across voice, chat, AR, VR, and wearables. Currently Lead AI Conversation Designer at Meta, shaping model behavior, trust signals, and adaptive system responses for Ray-Ban Meta Glasses, Oakley Performance Glasses, the Quest VR Assistant and generative AI Horizon VR video games.

Expert in NLU/ASR data strategy, feedback loop design, agentic AI behaviors, and human-in-the-loop model improvement. MFA-trained writer with proven ability to partner with researchers, ML engineers, and PMs to define model decision logic and deliver intuitive, trustworthy, and future-ready AI experiences.

Currently advancing expertise in adaptive model design, transparency, and user control mechanisms through advanced coursework on Designing for the AI Tech Revolution (2025).

CORE SKILLS

- Model Behavior Design – shaping outputs, trust mechanisms, and recovery flows
- Conversational AI & Multimodal UX – voice, chat, AR, VR
- Agentic AI Interaction Design – contextual and proactive responses
- Feedback Loops & Error Recovery – human-in-the-loop tuning and improvement
- NLU/ASR Data Strategy – utterance design, model tuning
- Voice AI Development – persona design, casting, directing, recording
- Transparency & Trust Design – explainability, override mechanisms
- Cross-Functional Collaboration – ML, research, and product alignment
- Tools: Figma, Adobe XD, Sketch, Voiceflow, Google Dialogflow, Lucidchart, Botsociety, Adobe Creative Suite

WORK EXPERIENCE

LEAD AI CONVERSATION DESIGNER, CREATIVE AUDIO AI

2024 - Present

Meta

- Defined model behavior and adaptive logic for flagship AI experiences including Ray-Ban Meta Glasses, Oakley Performance Glasses, and Quest VR Assistant, impacting millions of users.
- Architected quick-voice-actions and conversational flows that have a false activation rate of less than 10% during exertion.
- Designed trust and transparency patterns, including confirmation strategies and graceful failure responses for agentic AI.
- Built voice persona pipelines—scripting, casting, directing, and recording—to deliver on-brand, context-aware AI voice interactions.
- Partnered with ML teams to analyze outputs, map decision logic, and close feedback loops, reducing model misinterpretation and improving success rates.

AI CONVERSATION DESIGNER

2024

Ebay

- Led chat-to-IVR expansion, designing model behaviors and dialogue strategies for an industry-leading AI-powered commerce platform.
- Developed contextual conversation flows and optimized intent handling logic for seamless handoffs between chat and voice channels.
- Implemented utterance coverage improvements and prompt variation strategies, reducing fallback and improving accuracy across multiple user journeys.
- Partnered with product and ML teams to evaluate failure points and recovery strategies, enhancing user trust and task completion rates.

SENIOR CONVERSATION DESIGNER

2022 - 2024

Optum / United Healthcare via Conversation Design Institute

- Designed and tuned enterprise AI telephony models handling 2M+ calls weekly for RX coverage and refill ordering.
- Created Spanish-language intent libraries, increasing recognition accuracy by double digits and reducing fallback rates.
- Led post-launch utterance analysis to retrain models, improving precision/recall and CSAT scores.
- Implemented error recovery flows and user override options, ensuring trust and continuity during misrecognition events.

AI TRAINER & CONVERSATION DESIGNER

2022

Google Voice Assistant via Mother Tongue

- Developed training datasets and structured input patterns for Google's next-generation voice assistant.
- Curated diverse utterance variations to improve multilingual NLU coverage and inclusivity.

FOUNDER & CEO

2022

Netavox

- Designed bilingual ASR and IVR models for U.S./LATAM markets.
- Matched U.S. tech organizations with top LATAM conversational AI talent.

LEAD PRODUCT & CONVERSATION DESIGNER

2021-2022

Waterfield Technologies

- Defined interaction models and system behaviors for enterprise CTI contact center software serving 28,000 employees and 6,000 physicians across 11 hospitals and 90 clinics.
- Conducted user research and behavioral mapping to inform adaptive system flows, improving efficiency and reducing cognitive load in high-volume medical call center environments.
- Designed intent-driven IVR models in English and Spanish for Fortune 500 clients, including AutoZone, Virgin Money, Globe Life, and GAP, enhancing recognition accuracy and error recovery.
- Built NLU training inputs and structured phrase lists to strengthen intent classification and reduce fallback scenarios across multilingual deployments.
- Implemented feedback loop strategies through usability testing and post-launch iteration, ensuring model responses aligned with real-world user needs.

INVITEE, BRIDGE BUILDERS PROGRAM

2021

Meta

- Prototyped AR assistant model interactions for Ray-Ban Stories, integrating personality design with ASR/NLU capabilities.

EDUCATION AND CERTIFICATION

- MFA, Writing for Performance – California Institute of the Arts (CalArts)
- BA, Interdisciplinary Studies – University of Texas at Dallas
- Designing for the AI Tech Revolution (In Progress, 2025) – Model behavior, trust design, and adaptive systems
- Certified Conversation Designer – Conversation Design Institute
- General Assembly – UX Design Immersive Fellow
- Honors: Women in Voice Accelerator (Cohort 1), Sundance Screenwriter's Lab Semi-Finalist (2007 & 2014), NY Public Theater Emerging Writer's Finalist, Jerome Fellowship Finalist