

SABRINA K. CHUN

Senior Conversation + Content Designer
<https://www.linkedin.com/in/sabrinakchun>

For 10+ years, I've transformed high-stakes, complex tasks into intuitive, accessible experiences across banking, enterprise, and privacy platforms through clear language and considered design. My specialty is creating and leading end-to-end conversational AI experiences, from contact center IVRs to LLM-powered assistants. Most recently, I owned both the conversation and product design for a Google AI assistant, Ask Privacy Policy.

SKILLS

Conversational AI design • Dialog flow mapping • voice/IVR design • call routing, escalation, and error handling • intents, entities, and NLU training data • persona and voice/tone development • LLM prompt engineering and system instructions • prompt-playground prototyping

Product design • End-to-end use case flows • wireframing and rapid prototyping • content design and writing • interaction and visual design • inclusive and accessible design • user journeys and edge cases • systems thinking

Design leadership • Scalable content and design systems • design-led educational workshops and stakeholder alignment • process and QA improvement • AI-tool adoption and enablement • cross-functional relationship-building to influence senior leadership

EXPERIENCE

Conversation & Product Designer

Nov 2025 – Apr 2026

Google (Contract via Purple Rock Scissors)

New York, NY

- Created and mapped all conversational flows and content for Ask Privacy Policy, an experimental AI assistant; launched April 2026 to 10% of U.S. users (224K+)
- Owned end-to-end product design alongside conversation design, expanding the role beyond its original content scope to wireframes, prototypes, and final UI
- Repositioned the assistant from generative Q&A to guided navigation to meet legal and privacy requirements, preserving the launch timeline
- Aligned the Gemini and Safer with Google teams on a shared conversational design language, creating scalable patterns for future iterations
- Identified design-ops gaps on the Trust UX team, improving processes through regular partner checkpoints and revamped review decks

Senior Content Designer

Feb 2021 – Oct 2025

Cisco Systems

New York, NY

- Trained and championed a ChatGPT-based content tool across 150+ designers (including 45+ non-native English speakers), shifting the team toward AI-assisted design workflows
- Established the first content design standards for the Momentum Design System, reducing inconsistent UX copy across the Webex product ecosystem
- Introduced QA checkpoints, earlier research involvement, and product roadmapping, advocating for a content-first design framework to product leadership

- As the Platform UX team's first content designer, drove Control Hub adoption to 13M+ new customers (including Apple, Walmart, and the U.S. Federal Government), supporting \$2B+ in scaled revenue
- Led content design and strategy for two additional admin platforms, Partner Hub and Contact Center Admin, supporting \$40M+ in revenue
- Partnered with 70+ designers to ship clear, accessible admin experiences across 200+ features

User Experience Instructor
General Assembly (Part-time)

Aug 2021 – Aug 2022
 New York, NY

- Taught educational content design lectures and workshops, mentoring cohort students through their final projects

Conversation Designer
Chase Bank

Feb 2020 – Nov 2020
 New York, NY

- Designed conversation flows, NLU training data, and error-handling paths for Chase's Digital Assistant, reaching 95%+ intent recognition accuracy
- Decreased customer support calls 30% through optimized responses, saving millions in annual call-center costs
- Established Digital Assistant voice and tone standards, improving chatbot CSAT scores by +18%

UX Writer
Chase Bank

Sep 2016 – Feb 2020
 New York, NY

- Wrote and edited end-to-end UX content, simplifying banking tasks for 58M+ Digital Wealth Management and Small Business & Commercial Banking customers
- Established site and app information architecture and taxonomy to reduce research-based user pain points
- Standardized improved UX content processes with product, research, and legal, reducing compliance review time by 50%
- Authored language standards and editorial guidelines for a cohesive content experience across the Chase product ecosystem

Content Strategist
J.P. Morgan

Oct 2014 – Sep 2016
 New York, NY

- Aligned content initiatives with business objectives for the redesign of the Asset Management funds and institutional websites, a \$173B business
- Managed content accuracy and process improvement across 500+ webpages, creating content templates and QA reviews for financial writers and product owners
- Co-launched an analytics program, producing reports that informed \$10M+ in marketing investment decisions

EDUCATION & CERTIFICATIONS

Conversation Design Institute

Conversation Design Certification

General Assembly

User Experience Design Certification

University of California, Davis

B.A., Creative Writing and Communications (Double Major)