

Misael Espinosa

AI Product & Conversation Design

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Profile

8+ years building, launching, and scaling AI-powered consumer and SaaS experiences. I drive strategy, define MVPs, validate with rapid prototypes, and convert ambiguous ideas into shippable products with clear requirements and measurable outcomes.

Strong technical foundation across LLM workflows, REST APIs, JSON schemas, and low-code automation platforms. I work hands-on with engineering, design, and business teams to ship fast, iterate with data, and maintain high quality and safety standards.

Core strengths

- **Product strategy & roadmap ownership:** vision, north-star definition, prioritization, OKRs, metrics, iteration loops.
- **Rapid prototyping:** Lovable, Replit, low-code builders, prompt chaining, testing hypotheses with users before investing engineering time.
- **AI & LLM workflows:** retrieval flows, scoring, matching, evaluation prompts, personalization, safety reviews, UX guardrails.
- **Execution & delivery:** user stories, acceptance criteria, Jira scoping, API contracts, payload examples, engineering unblockers.
- **Cross-functional leadership:** alignment with marketing, engineering, design, and customer teams; GTM planning.
- **Technical fluency:** REST integrations, JSON I/O mapping, auth, validation rules, error handling, connectors.
- **Data-informed decision-making:** funnel analysis, intent accuracy, engagement, containment rates, A/B experiments, product insights.

Experience

Varicent · AI Product Adoption Specialist

2025 - Present

- Run the Lighthouse Program, driving adoption of Varicent's AI Assistants (Research, Incentives, ELT, Designer, Sales Planning) across enterprise accounts including Siemens, Ingram Micro, United Rentals, ServiceNow, and Quest Diagnostics.
- Analyzed 4,676+ prompt records and rebuilt the prompt taxonomy into 20 topics by 5 intents, replacing a 38-theme original, with a new analysis layer of charts and cross-tabs.
- Built a customer engagement playbook for first-call and low-adoption scenarios, positioning the team as consultants to the customer.
- Analyzed customer call recaps across major accounts to surface adoption patterns, and delivered a report with strategic questions for leadership.
- Run weekly account reviews covering admin engagement, Gainsight activity, Docebo enrollment, and in-app self-service.
- Triage AI product tickets across Designer, ELT, Seller, Inquiry, and Admin assistants, working between Product, Customer Success, Sales, and Support.

Tools: Gainsight, Docebo, Confluence, Excel, PowerPoint.

Azumo · Senior Conversation Designer (acting Product Lead)

2025

- Led strategy and delivery for conversational support products from discovery to MVP.
- Owned product direction for AI-powered support flows, focusing on scalability, safety, and user impact.

- Translated business needs into prompts, personas, flows, connectors, evaluation criteria, and scoped knowledge bases.
- Rapid-tested flows with prototypes before handing off to design and engineering.
- Defined validation, normalization, and payload-shaping rules with engineering to speed delivery.
- Defined roles and permissions with IT for secure connector setup in production.

Tools: NLX, ChatGPT, Gemini, MCP, REST APIs, Figma, Jira, Confluence.

Stripe · AI Operations Support Specialist

2024 - 2025

- Built internal automations and agent workflows to support businesses integrating Stripe's payment platform.
- Created troubleshooting guides, API payload examples, and reusable logic to speed up agent responses.
- Supported customers on integration issues (errors, configs, webhooks), collaborating with engineering when needed.
- Improved support consistency by documenting repeatable steps and giving agents faster decision paths.

Tools: Custom GPT, Gemini, Jira, Confluence.

PayPal · AI Content Designer (Consumer Product UX)

2022 - 2024

- Designed structured knowledge and guardrails to raise first-answer accuracy and reduce escalations.
- Delivered UX content across app and web with consistent tone and clarity.

Tools: Figma, ChatGPT.

Artificial Nerds · Conversation Design Manager

2018 - 2022

- Managed product delivery of multiple chatbots and AI assistants, from scoping to release.
- Built production chatbots on low-code platforms, defining validation, normalization, and API connection logic.
- Owned intents, NLU training, multi-turn logic, context, slot filling, error recovery, and fallback design.
- Integrated external systems via REST with error handling, retries, mapping, and auth.
- Led customer success: onboarding, playbooks, QBRs, adoption strategy, CSAT/NPS, and structured insights to the roadmap.

Impact highlights

- Raised containment to 95% for a banking support product through guided flows, curated knowledge, and safe human handoff.
- Grew campaign revenue ~200% using conversational journeys, better prompts, and iterative A/B testing tied to product signals.
- Cut time-to-first-agent from weeks to days using standardized personas, prompt kits, and connector patterns.
- Improved self-serve resolution 15-25% by converting recurring asks into guided flows and business-managed FAQs.
- Reduced engineering rework through consistent release gates (UX, security, scope).
- Accelerated onboarding with weekly office hours and short, searchable documentation.

Technical skills

- **GenAI & AI product:** prompt engineering, RAG evaluation, LLM agents, personas, safety pre-flights, scoring frameworks.
- **Integrations & APIs:** REST, auth, headers, pagination, retries, error handling, JSON schemas, MCP tools.
- **AI-assisted development:** working prototypes and internal tools built with AI coding tools (Claude, Replit, Lovable).
- **Product & agile:** roadmap ownership, MVPs, user stories, acceptance criteria, backlog refinement, hypothesis-driven development.
- **Tooling:** Figma, Jira, Linear, Confluence.
- **Conversational UX:** tone systems, usability reviews, escalation strategy.