

Antony Rishin Mukkath Roy

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Award-winning design leader with 12+ years of experience pioneering human-AI interactions and complex user experiences. Proven track record of leading cross-functional teams to deliver intuitive, scalable AI interfaces that push the boundaries of what's possible with conversational AI.

EXPERIENCE

Principal UX Designer, Gen AI Shopping Assistant

Dec 2023 - Present

Walmart, Sunnyvale, CA

Led a fast-paced, experimental, and innovative team of designers to build and scale Walmart's first Gen AI-based Shopping Assistant.

- Led the design of core chat components and interactions for the assistant, scaling from beta to full release across iOS and Android platforms, successfully reaching 100% of Walmart's user base.
- Led strategic design collaboration with Google Gemini team to integrate external world knowledge into the assistant, enhancing its capabilities beyond product-specific interactions.
- Led the design for foundational assistant features like Chat UI, Navigation, Feedback, product discovery and evaluation, source experience etc., establishing core interaction patterns for AI-driven shopping experiences.
- Established as the subject matter expert for designing probabilistic AI systems, developed and implemented design processes, and trained UX designers on crafting experiences for AI-driven interfaces.
- Collaborated with product, engineering, and design leadership to define the long-term north star user experience for the assistant.
- Worked closely with the design system team to create a reusable and scalable conversational subsystem

Lead UX designer, Voice Assistant

Jan 2023 - Dec 2023

Walmart, Sunnyvale, CA

Led the design of an in-app multimodal voice assistant, an experimental product that paved the way for Walmart's Gen AI Shopping Assistant.

- Led end-to-end design and strategy for critical voice interaction features, including listening states, multi-turn interactions, and transcriptions.
- Developed interactive voice prototypes using Adobe XD, After Effects, and Voice Flow to visualize and test design concepts.
- Collaborated with voice prototype vendors (Voice Flow, XD, Bot Society) to define and implement a comprehensive design tool strategy for the team.

- Partnered with conversation designers to craft single-turn voice features such as in-app navigation and search functionalities.
- Designed complex transactional use cases, including checkout processes and scheduling pickups, ensuring seamless user experiences.
- Worked closely with product managers and design managers to come up with a new user-centered design process integrating both UX design and conversation design.
- Filed multiple design patents for innovative voice interaction designs.

Senior Product Designer, Ask Sam

Sep 2019 - Jan 2023

Sams club, Walmart, San Bruno, CA

Led the end-to-end design for “Ask Sam,” an award-winning voice assistant developed for Sam’s Club associates.

- Spearheaded the design and development of “Ask Sam,” launching over 50 skills to enhance the assistant’s capabilities, resulting in 15 million questions asked and 45,000 active users per week.
- Achieved significant operational impact, saving 90,000 hours per month and \$1.4 million per month in costs for the company.
- Recognized by The Webby Awards for Best Use of Voice Technology, Honoree, 2023.

UX Design and Researcher

Jan 2018 - Jun 2019

Interactive Lab, University of Maryland, Baltimore County, MD

Conducted qualitative research and analysis of voice design guidelines by Amazon, Google, Apple, Microsoft and Alibaba. Published 3 research paper, proposing an new conversation mechanism.

Senior UX Designer

Sep 2012 - Jun 2017

Tata Consultancy Services, Chennai

- Significant contributor of high-quality design solutions for ‘Fresco Talk’ a conversational and collaboration platform for a 400K strong software company like TCS.
- Led the design and implementation of Twitter Analytics application for PMO Team (Prime Minister's Office) and reimagined In-flight experience for an airline customer.

EDUCATION

Master of Science (M.S.) - Human Computer Interaction

Aug 2017 - May 2019

University of Maryland, Baltimore County, MD

Master’s Thesis: Voice User Interface Design, Published 3 research papers.

Bachelor of Technology (B.Tech.) - Computer Science

Jan 2008 - May 2012

TKM College Of Engineering, Kerala

SKILLS

Expert in: Design strategy, Voice prototyping, interaction design, motion design, voice UI, conversation design, UX design, user research, Multimodal design

LICENSES & CERTIFICATIONS

Design patent	2024
<i>Walmart - Voice interaction design</i>	

Publication	2019
<i>ASSETS 2019 - How Commercial Voice Assistant Guidelines Hinder Accessibility for Blind Users</i>	

Publication	2019
<i>I Conference 2019 Proceedings - Beyond being human: Modeling voice assistants after human-human conversation</i>	

HONORS & AWARDS

The Webby AWARDS	2023
<i>Honoree, Best Use of Voice Technology</i>	

Make a difference award (MAD)	2023
<i>Sam's Club, For influencing change in conversation design</i>	