

# Phillip Olarte

AI PRODUCT DESIGNER & UX ENGINEER

New York, NY

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Senior product and experience designer with 6+ years delivering high-impact digital applications that blend AI/ML, intuitive usability, mixed reality, web & mobile platforms, multiple hardware platforms, and cloud architecture – prioritizing human connection, not just compute. 4X Founder, consultant, and enterprise product lead who has launched global platforms and immersive experiences from 0 to 1. Holds an M.S. in Emerging Technologies & Design from NYU (AI & UX). AI conversational design capstone. Seeking a full-time or contract product role that demands innovation, high-craft design, and measurable outcomes.

## CORE COMPETENCIES

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**AI Interaction Design** – built conversational design with physical and virtual AIs with local large language models and computer vision  
**System & UX Design** – UX research, user journeys, rapid prototyping, roadmaps, AI ethics, systems thinking, usability metrics, mockups  
**Emerging Tech** – LLM & agentic APIs, prompt engineering, ML model fine tuning, computer vision, RLHF, AR/VR, geospatial audio  
**Cross-Functional Leadership** – manage global dev teams, facilitates stakeholder alignment, craft business strategy, mentor  
**Technical translator** – deep experience turning business requirements into product requirement and design, technical writing

## PROFESSIONAL EXPERIENCE

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**Storyverse | New York, NY | storyversenyc.com**

**Technical Co-founder, AI Product Owner | Jun 2022 – Present**

- Launched an immersive ticketing system (Fairylandshow.com) converting 20% of viewers to users and 66% of users into purchasers at 100% customer satisfaction with seamless Stripe payment integration and POS ticket scan validation.
- Designed and engineered a locally-hosted tactile AI character interface (The MAIA Project) preserving user privacy through user agency baked in the UI and improved AI response rate 3X with multithreaded inference.
- Developed mixed-reality consumer experiences achieving over 1 hour of sustained engagement per user.
- Content design and content strategy for multiple media, digital, and hardware platforms.

**Business for Social Responsibility | Remote/Global**

**Head of Product: BSR Materiality Platform | Jun 2021 – Feb 2025**

- Directed design strategy for a data-driven web app guiding Fortune 500 firms' ESG decisions amid monthly regulatory updates, reducing consulting hours on cash cow offering to dramatically increase profit margins.
- Led UX research workshops and global development teams to deliver human-centered web app with API integrations.
- Weekly communication with executives, reducing design-to-stakeholder alignment time by 50%.

**ChalkNotes Inc. | New York, NY | chalknotes.com**

**Co-founder, Product Designer, ChalkNotes | Jan 2019 – Jul 2021**

- Founded and led product vision, roadmap and design for a consumer AR entertainment platform blending geospatial tech, audio storytelling, native payment systems, and mobile interfaces.
- Created field-based user research methods for mixed-reality in real-world environments; extended user engagement metrics by 40% and integrated into design systems.

**The Ford Foundation | New York, NY**

**Product Designer, Enterprise Knowledge Management | Aug 2016 – Jan 2019**

- Designed user interfaces for grant-making systems managing a \$600M portfolio; improved adoption 10× via UX redesign.
- Partnered with Google's ML team to analyze institutional knowledge using early-stage AI and machine learning techniques.
- Led cross-department advisory council and qualitative/quantitative user research to influence product roadmap.

**Tau Investment Management | New York, NY**

**Head of Product Design | Jan 2014 – Aug 2016**

- Guided global application development for private equity enhancing supply-chain transparency for major apparel brands; tailored for low-connectivity international environments.
- Conducted ethnographic research across continents to ensure accessibility and scalability of emerging technologies (blockchain traceability) and adapted to users in emerging markets that never used a tablet computer.

PaoDao Inc. | Global | paodaoinc.com

## Consultant, Product Designer & Solutions Architect | 50+ contracts from Jan 2011 – Jun 2022

- Delivered 50+ B2B and B2C contracts across North America, Asia and Africa for global organizations on UX/UI design, software adoption, and digital transformation. Turning business requirements into high-value products.

A few key achievements while managing multiple projects concurrently:

- **Transparentem:** Developed solutions to identify human rights offenders, halting millions in unethical purchases.
- **Yael Consulting:** Managed Ukrainian/Russian team during wartime to refactor digital advertising app while saving customers thousands of dollars from day one.
- **Detroit/Windsor Tunnel:** Provided technical due diligence on a \$200M infrastructure investment, evaluating regulatory compliance, driver experience, technical systems, migration strategies, security, and data integrity.

## EDUCATION & CERTIFICATIONS

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**New York University | May 2025**

### Master's Degree, M.S. in Emerging Technologies (AI & Human-Computer Interaction Design)

Coursework: Artificial Intelligence (AI), HCI, Deep Learning, Machine Learning, Data Science, creative engineering, storytelling

Capstone: Built an immersive interactive experience with an AI character from a fictional universe, hosted locally for privacy.

**Nielsen Norman Group (NN/g) | 2018**

UX Master Certificate (UXMC), Certified specialist in: Interaction Design, User Testing Research, User Experience Management

## TECHNICAL SKILLS

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- **AI & Data Science:** OpenAI APIs, large language models, RLHF, data cleanup, ML models, multimodal AI, local inference
- **Languages & Tools:** Python, TypeScript, Next.js, R, Unity, Three.js, C++, GitHub, iOS, Android, web, CRM
- **Design & Research:** Figma, journey mapping, A/B testing, metrics tracking, user research (quantitative and qualitative).
- **Emerging Tech:** XR/AR, speech-to-text, deep learning, geospatial audio, computer vision pipelines.

## THOUGHT LEADERSHIP & PUBLICATIONS

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*Interactive AI Manifesto – 8 lines in the sand*, THE MAIA EXPERIENCE. 2025

*Best Practices for Mixed Reality Experience Design in an Open World*, UX COLLECTIVE. 2023

Talk: *Narrative-Driven Mixed Reality*, NY MEDIA LAB, NYC. 2022

*EMILY WAS HERE: A Unique Experience Where The Brooklyn Bridge Is The Stage*, VENTS MAGAZINE. 2022

Talk: *Product Design and Mentorship on Startup Life*, Romania Developer Community. 2021