

Antony Rishin Mukkath Roy

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EXPERIENCE

Principal UX Designer, Gen AI Shopping Assistant, Sparky

Dec 2023 - Present

Walmart, Sunnyvale, CA

- Led the design vision and execution for Walmart's Sparky, the company's Gen-AI shopping assistant, shifting from linear chat to Agentic task-based shopping experience.
- Defined and led generative-AI design principles tailored to retail shopping assistants, translating broad AI guidelines into actionable implications.
- Defined and institutionalized a Conversation Quality Score (CQS) KPI by analyzing conversational logs with analytics and engineering, expanding beyond traditional app metrics to better capture user intent and improve adoption and engagement.
- Redefined Gen-AI design strategy for Walmart's Customer Care chatbot, aligning it with Sparky and driving 2.9M fewer contacts, ~\$7M in savings, and a 25% uplift in CSAT.
- Partnered with the Google Gemini team to integrate external world knowledge and design the sources/citations experience, extending capability beyond product-only interactions.
- Established foundational assistant features—Chat UI, navigation, feedback loops, product discovery & evaluation, and source experience—setting core patterns for AI-driven shopping.
- Collaborated with data science and engineering teams to influence AI architecture and prompting strategies. Partnered with legal and compliance teams to balance innovation with regulatory alignment.

Lead UX designer, Voice Assistant

Jan 2023 - Dec 2023

Walmart, Sunnyvale, CA

- Led end-to-end design for Walmart's in-app multimodal voice assistant, pioneering listening states, multi-turn flows, and seamless voice-to-UI handoffs.
- Designed and prototyped advanced transactional use cases (checkout, pickup scheduling) that set the foundation for Sparky.
- Filed a design patent for innovative voice interaction patterns; introduced a new design process unifying UX and conversation design.

Senior Product Designer, Ask Sam

Sep 2019 - Jan 2023

Sams club, Walmart, San Bruno, CA

- Led end-to-end design for “Ask Sam,” Sam’s Club’s award-winning voice assistant, scaling to 15M+ questions and 45K weekly active users.
- Delivered measurable business impact: saved 90K labor hours/month and \$1.4M/month in operational costs.
- Recognized with a Webby Award (Best Use of Voice Technology, 2023, Honoree) and UX Design Award (2023) for innovation in enterprise voice experiences.

UX Design and Researcher

Jan 2018 - Jun 2019

Interactive Lab, University of Maryland, Baltimore County, MD

- Conducted qualitative research on VUI guidelines from Amazon, Google, Apple, Microsoft, and Alibaba.
- Published 3 research papers and proposed a novel conversation mechanism, establishing foundational expertise in conversational and voice UX.

Senior UX Designer

Sep 2012 - Jun 2017

Tata Consultancy Services, Chennai

- Delivered high-impact design solutions across enterprise and consumer contexts, including Fresco Talk, a conversational and collaboration platform for 400K+ employees.

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

Design Leadership & Strategy, UX design, Conversation design, Interaction Design, LLM prompting, Voice prototyping, Motion design, Voice UI, Conversation design, User research, Multimodal design

AWARDS & RECOGNITION

- Webby Award Honoree (2023), — Best Use of Voice Technology, Ask Sam
- UX Design Award (2023) — Ask Sam
- Design Patent (2024) — Voice interaction design, Walmart