CASSANDRA ROSE BACHMAN

Specializing in user experience, graphic design, conversational AI, and content strategy.

C. ROSE DESIGN

EDUCATION

B.F.A., Graphic Design, James Madison University

CERTIFICATIONS & TRAINING

Medallia Product Certification Bootcamp, 2020

Qualtrics Customer Experience Expert, 2019

Qualtrics Product Certification Bootcamp, 2019

Medallia Operational Customer Experience Management Level 1, 2019

PUBLICATIONS

Bachman, C. (2023, March 15). Need a chatbot? First define how it will help your mission. ICF.

CONTACT

571.385.7963
cbachman.design@gmail.com

EXPERIENCE OVERVIEW

Cassandra is a user experience (UX) and design professional with 11 years of experience in conversational artificial intelligence (AI), user interface, digital tool and web development, graphic design, publishing, and copywriting. She is well versed in both digital and physical design and has worked independently for commercial and government contractor clients. Cassandra has team lead experience for multiple content teams across ICF and previously as an art director for Penguin King Games. She specializes in content strategy, wireframing, information architecture, conversational design, journey mapping, content modeling, search engine optimization (SEO), customer experience, user interface design, and human-centered design.

AI PROJECT EXPERIENCE

(ICF) AI Team Lead & Conversational Architect, HIV.gov Chatbot, U.S. Department of Health and Human Services (HHS), 2019–Present.

Cassandra manages the conversational architecture and content for an AI virtual assistant for HIV.gov that helps visitors to the website answer questions about HIV testing, treatment, and prevention, and connects them to local healthcare services. Responsible for all ongoing content operations and maintenance including AI reinforcement training, entity mapping, analytics review, best practice heuristic evaluation, governance, documentation, and task delegation. Version 1.0 built in Amazon Lex launched in June 2021. Updated Version 2.0 migrated to Google Dialogflow launched in April, 2023.

(ICF) AI Team Lead & Conversational Architect, Child Welfare Information Gateway Chatbot, HHS, 2020–Present.

Cassandra develops, tests, deploys, and provides ongoing maintenance of a multilingual phone IVR and SMS-based automated system built in OneReach.ai that assists callers to the Child Welfare Information Gateway hotline in connecting to critical resources when agents may not be available. Responsible for knowledge management, AI training, Agile project management, Kanban, client communications, data management, and reporting. Version 1.0 was officially launched in June 2020 and has reduced call center agent intervention by 38%.

(ICF) Content Strategist & Conversational Architect, Elder Fraud Virtual Assistant, Department of Justice, Washington, DC, 2020–Present.

Cassandra manages the conversational architecture and content for a rich web chat resource library tool built in OneReach.ai that uses natural language processing (NLP) to support live agents recall and manage their resource database as they assist callers to the Elder Fraud hotline. Her responsibilities include AI training, functional testing, SME interviews, taxonomy development, content development, and conditional logic-based architecture development.

Previous AI/Chatbot Clients

(ICF) Maryland SNAP Chatbot, Maryland Supplemental Nutritional Assistance Program, 2022–2023.

(ICF) SAMHSA Service Locator, Substance Abuse and Mental Health Services Administration, 2021–2022.

(ICF) HUD Exchange Virtual Assistant, U.S. Department of Housing and Urban Development, 2022.

(ICF) UHC Medicaid Made Clear Chatbot, United Health Care, 2019–2020.

(ICF) Smokefree Chatbot, National Cancer Institute, 2019.

IA & UX PROJECT EXPERIENCE

(ICF) UX Designer, America's HIV Epidemic Analysis Dashboard, HHS, 2022–Present.

Cassandra researches and develops interactive user interface wireframes for a data visualization dashboard. Responsibilities include coordinating with data scientists and front-end engineers to design the search and filter systems and interactive components and conducting heuristic testing with subject matter experts (SMEs) focused on human-centered design.

(ICF) Content Strategist & UX Designer, U.S. Department of Housing and Urban Development (HUD) Exchange, 2020–Present.

Cassandra provides oversight of sitewide content strategy and program-specific redesign tasks for the HUDx web domain. Responsibilities include developing content worksheets, templates, pattern libraries, taxonomies, filter systems, and governance to create a cohesive information architecture. As a UX Designer, designing wireframes, mockups, interactive demos, and requirements documentation for the development of resource libraries, administrative tools, and project hub pages.

(ICF) UX and Content Team Lead, Office of Infectious Disease and HIV/AIDS Policy (OIDP), HHS, 2020–Present.

Cassandra provides ongoing evaluation of and recommendations for improvement to the OIDP and HIV.gov web presence across HHS.gov, YouTube, and other initiative microsites. Responsibilities include content auditing, SEO impact analysis and recommendations, diversity equity and inclusion (DEI) evaluations, persona testing, keyword research, competitive landscape evaluations, content modeling, audience analysis, blog authoring, software and vendor management, and usability testing. She is responsible for managing tasks amongst a team of content strategists, UX researchers, UI designers, translators, and analysists.

Previous UX/IA Clients

(ICF) Content Strategist and CX/UX Expert, Federal Housing Administration FAQ Knowledge Management Redesign, HUD, 2021–2022.

(ICF) Energy Storage Grand Challenge, U.S. Department of Energy, 2019-2021.

(ICF) Content Strategist, Region 8 Comprehensive Center Website, U.S. Department of Education, 2020.

(ICF) Energy Star Taxonomy Audit, U.S. Environmental Protection Agency, 2020.

(ICF) DCCPS Drupal 8 Migration, National Cancer Institute, 2020.

(ICF) NCI OCPL Intranet Audit, National Cancer Institute, 2019-2020.

(ICF) NY511 Rideshare SEO Audit, New York State Department of Transportation, 2019-2020.

(ICF) Child Welfare Information Gateway Web & Digital Redesign, U.S. Department of Health & Human Services, 2019-2020.

(ICF) State and Local Energy and Environment Program Review, Environmental Protection Agency, 2019.

(ICF) Data Site Report Inventory, Center for Behavioral Health Statistics and Quality, 2019.

(ICF) ToxTown Program Review and SEO Opportunity Analysis, National Library of Medicine, 2019.

(ICF) Smokefree.gov, National Cancer Institute, 2019.

FREELANCE EXPERIENCE

Prism Center - Logo Design - 2023.

Ninjafett Twitch Channel - Logo Design & Collateral - 2021.

Madicon 27 - Program Cover Illustration - 2018.

Roland Family Brewing - Logo Design & Print Design - 2017.

The Noun Project - Icon Design - 2015-Present.

Shenandoah Valley Beekeeper's Association - Promotional Designer - 2013.

Harrisonburg Northend Greenway - Promotional Designer - 2012-2013.

EMPLOYMENT HISTORY

ICF - Remote; Reston, VA - Content Strategist - 2019–Present
Freelance Graphic Designer - 2011–Present
Galaxy Hut - Clarendon, VA - Front of House Manager, Bartender, Cook - 2015–2019
Brothers Brewing Company - Washington D.C. Metropolitan Area - Brand Ambassador, Salesperson - 2014–2016
Penguin King Games - Remote; Regina, Canada - Art Director, Senior Graphic Designer, Layout Artist - 2013–2015