

LILI GENN NOTOVITZ

Lead UX Designer, AI Products
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Lead UX designer building the interaction models and human-in-the-loop safeguards behind responsible AI products, from conversational interfaces to agent behavior design. 8+ years of professional experience, most recently in AI and conversation design for emotionally sensitive, high-stakes products, with healthcare-adjacent work designing provider-facing tools.

EXPERIENCE

Kohra | Product Design Lead

Oct 2025 - Present | Contract, Remote

- Designed a full conversational architecture across onboarding, check-in, and intervention flows using a 6-stage state model, reducing prompt failure rates by approximately 40%.
- Established a four-layer taxonomy distinguishing deterministic from agentic AI behavior, and defined human-in-the-loop escalation paths for cases requiring clinical sign-off.
- Translated a complex therapeutic method into structured, reusable dialogue frameworks with built-in consent, tone control, and decision logic.
- Developed prompt and system design guidelines adopted across product and engineering, cutting cross-team ambiguity and rework by 30%.
- Diagnosed structural failure modes, including phase looping and premature session endings, and led the shift from prompt-level fixes to state-machine architecture to resolve them.
- Ran recurring prompt evaluations in Confident AI with the eval lead, and partnered on analytics instrumentation in PostHog to track conversation quality post-launch.
- Evaluated and selected the product's technical stack, choosing a no-code-first build (Base44) for beta with a planned migration path to Supabase at scale.

Rita Co. (Mondai) | Team Lead, AI Product Experience

Jan 2026 - Present | Contract, Remote

Previously Conversation Designer & UX Researcher, Dec 2024 to Dec 2025

- Design and iterate on conversational flows for an AI-guided career navigation product, improving clarity, usability, and completion rates.
- Created evaluation frameworks to measure interaction quality, memory accuracy, and system consistency across sessions; audit live and simulated conversations to catch breakdowns in logic, tone, and task flow.
- Partner closely with product, engineering, and data teams to translate requirements into clear conversational specifications and prototypes.

Sound.fan | Product & Research Contributor, Conversational AI

Sep 2024 - Nov 2024 | Contract, Remote

Multi-agent AI platform

- Evaluated multi-agent conversational systems for coordination, clarity, and execution accuracy in real-time environments.
- Defined agent roles, interaction rules, and fallback behaviors to improve system alignment and reduce breakdowns.
- Validated conversational performance under live conditions, ensuring a consistent user experience across agents.

DadCare | Implementation Specialist

Sep 2024 - Present | Contract, Remote

- Create provider-facing materials for a father-inclusive perinatal care initiative, including a physician workflow flowchart, hospital adoption plan, and SDOH strategy documentation.
- Lead UX research and trauma-informed content strategy to increase clinical provider engagement with the program's screening model.

Genn AI Design | UX Consultant, AI & Conversation Design

Sep 2023 - Feb 2026 | Independent Practice

- Provide UX research, conversation design, and prompt architecture across independent client engagements in AI and wellness-focused products, including early-stage safety-guardrail design for a multi-agent conversational platform.

BlueVoyant | Business Operations Director

Jun 2018 - Sep 2022 | Full-time, Remote

- Built structured evaluation and reporting systems used by leadership to guide operational decisions across a 1,500+ employee organization.
- Standardized quality review processes and led audits and process improvements that strengthened consistency, accountability, and system reliability at scale.
- Developed hiring and workforce analytics dashboards and led operational audits, including SOC II compliance, retention, and safety reviews, to inform leadership decisions.

New York City Opera | Audience Experience Consultant

Sep 2017 - Jun 2018 | Contract, New York, NY

- Conducted audience research through surveys and direct feedback to identify experience improvements, and created promotional content and email campaigns that grew engagement by 60% and ticket sales by 25%.

SKILLS

UX design, conversation design (chat & voice), dialogue flows, journey mapping, prompt design and frameworks, system prompts, intents and entities, dialog policy, memory handling, agent behavior design, human-in-the-loop systems, evaluation rubric design, usability and A/B testing, cross-functional collaboration

Tools: Figma, Lucidchart, Notion, Jira, Google Workspace, Confident AI, PostHog, Base44, Supabase

Technologies: LLM APIs, LangChain concepts, conversational AI systems

EDUCATION

University of Maryland - B.A., Psychology & Digital Media Marketing, Cum Laude

IBM AI Product Manager Certificate - 2024

Springboard UX/UI Design Certificate - 2023