

Marty Hall - Principal Designer

Conversation Designer with 20+ years of experience designing human-computer interactions across voice, chat, agent-assisted, and agentic AI surfaces. I specialize in designing systems where language is the interface: defining intents, flows, fallbacks, and the handoff logic that keeps users on track. My background spans large-scale self-service deployments, enterprise AI tooling, and early agentic AI work, with deep experience in the research methods that make conversational products actually work.

REVEL CONSULTING

Principal Conversation Designer 01/2026 – 04/2026

- Defined product vision for a unified cross-modal customer service experience across voice, chat, and help center for Expedia Group/VRBO.
- Built an AI-assisted workflow for generating demos, specifications, and project artifacts, accelerating design delivery across concurrent initiatives.

ORACLE

Principal Designer | UX, AI, & Conversation 03/2022 – 11/2025

- Shaped automation workflow and interaction design for Oracle Integration Cloud, RPA, and Agentic AI, designing the dialog and workflow patterns that power agent-to-agent and human-to-agent interactions.
- Led UX on Oracle's Integration Cloud Agentic AI & MCP server design, translating structured business rules and API logic into conversational flows that agentic AI systems can act on, defining the interaction model for how agents discover and invoke capabilities.
- Contributed to an internal AI Design Exploration workgroup predating the public launch of ChatGPT, establishing foundational conversation patterns for agentic systems.

QUIVIQ

Senior UX Designer 01/2021 – 03/2022

- Led Product Design and Branding for a Healthcare scheduling application.

EXPEDIA GROUP

Lead Designer | UX and Conversational Design 03/2017 – 01/2021

- Designed self-service and automation UX for customer care across Expedia.com, Hotels.com, and VRBO.com. During COVID-19, air cancellation inquiries handled without an agent rose from 65% to over 95% (Expedia Group 8-K, Q1 2020).
- Conducted call center usability studies with agents and supervisors, using findings to improve both customer-facing conversation flows and the tools agents use to intervene.

EDUCATION

University of the Pacific
Bachelor of Fine Arts (BFA)
Graphic Design
Stockton, California

LEADERSHIP & ORGANIZATIONS

Crystal Mountain Skiers Inc.
Board President (2025–Present)

AIGA Seattle Chapter
President (2004–2006)
Website Chair (2001–2004)

EXPEDIA GROUP (cont.)

Lead Designer | UX and Conversational Design 03/2017 – 01/2021

- Redesigned the agent-assist interface for remote workers under crisis conditions, preserving the agent's ability to monitor and override automated flows.
- Built design system patterns across all three brands, keeping conversational and support UX consistent on shared infrastructure.

MICROSOFT CORPORATION

UX Designer II / Design Researcher 07/2004 – 03/2017

- Shaped the site-centric design philosophy for IE9 through IE11, shipping to 40 million beta testers before launch and 2.35 million downloads in the first 24 hours of release.
- Contributed to the Microsoft Fluent Design System, establishing navigation, touch, and notification patterns across Windows, Edge, and Cortana user interfaces.
- Defined identity and security UX for Windows 7, helping recover user trust following Vista's widely criticized security prompt experience.

Portfolio: <https://www.martyhall.com/>

SKILLS & EXPERTISE

Conversation Design:

Dialog flow design, intent taxonomy, slot filling, fallback strategy, escalation logic, voice/chat/help center surfaces, cross-channel experience design

AI (Artificial Intelligence) & Agentic Systems:

Agentic AI design, LLM workflow design, MCP (Model Context Protocol), conversational UX, voice/chat/help center surfaces, prompt engineering, RPA, AI-augmented design tooling

Product Design:

Interaction design, prototyping, information architecture, design systems (Oracle Redwood, Microsoft Fluent), B2B, SaaS, enterprise software

Research & Documentation:

Usability studies, call center research, generative and evaluative methods, conversation analytics
Tools: Claude Code, Figma, Adobe Creative Suite, Midjourney, HTML, CSS

Industry:

Travel/hospitality, enterprise software, developer tools, healthcare