



Ada Burch

CONVERSATIONAL DESIGNER

CONTENT DESIGNER

CREATIVE FORCE FOR HIRE

Ada has 7 years of experience in UX writing and conversational design. She has worked in the Financial, medical, and technology industries for Google, Mayo Clinic, EY, Accenture, USAA, and Intuit. She is an advocate for the people whose products she works on and a team player who takes the initiative to quickly adapt the brand tone and voice across all communications.

Google DeepMind Gemini 2.5

Google DeepMind was rapidly developing Gemini 2.5, a cutting-edge AI system designed to assist users across smartphones (Samsung), in-car systems (Auto), and wearable tech (Fitbit). As these platforms evolved, so did the need for clear, intelligent, and human-centered content to support interactions, guide users, and reinforce trust in the AI’s capabilities.

The Details

I was chosen to be the UX content designer with a deep understanding of conversational design and user experience best practices to write the user interface for the products. I worked with extensive teams in the fast-paced environment to create flows and dialog that matched business objective, increased user engagement, and followed best practices. **Achievements:**

- Boosted user experience metrics through impactful, test-driven content.
- Helped define Gemini’s tone across new devices and use cases.
- Built scalable systems for consent, confirmation, and error messaging.
- Influenced decision-making through strong content strategy and UX insights.

Gemini Playstore	
Old Text	New Text
Get help from the Google assistant on your Wear OS watch.	Title: Gemini
Wear OSassistant app is your smart wearable companion app for Google Assistant that helps you stay focused, connected, and entertained with the Google Assistant.	Get help from the Gemini on your watch
With a simplified interface, glanceable UI, and powerful voice actions, Wear OS assistant app is designed to make it easier to use apps that you love from your phone and on the watch, while you're on the go. Directly from your watch, you can use voice commands to:	Wear Gemini app is your smart wearable companion app for Gemini that helps you stay focused, connected, and entertained. With a simplified interface, glanceable UI, and powerful voice actions, Gemini app is designed to make it easier to use apps that you love from your phone and on the watch, while you're on the go.
<ul style="list-style-type: none">• Manage your time, "start a timer", "set an alarm", "set reminders"• Keep in touch with family and friends, "start a call", "send a message"• Control your smart home, "turn on bedroom light"• Get your questions answered, "where is the nearest coffee shop?", "how's the weather today?"	Directly from your watch, you can use voice commands to: <ul style="list-style-type: none">• Manage your time, "start a timer", "set an alarm", "set reminders"• Keep in touch with family and friends, "start a call", "send a message"• Control your smart home, "turn on bedroom light"• Get your questions answered, "where is the nearest coffee shop?", "how's the weather today?"
In addition, you can also: <ul style="list-style-type: none">• Get proactive information such as weather, calendar event, time to leave and commute throughout your day by adding a new complication to your watch face (supported devices only).• Access frequently used Assistant features directly on your watch by customizing Assist—ant tile.	Access frequently used features directly on your watch by customizing Gemini tile.
To get started, you'll need a phone running the latest Google Assistant app and an active data connection. More than 150+ Wear OS smartwatches on the market, including Fossil Garrett HR, Suunto 7 , support Wear OS assistant app.	To get started, you'll need a phone running Gemini and an active data connection.

PROJECT DETAILS

Google DeepMind Gemini 2.5

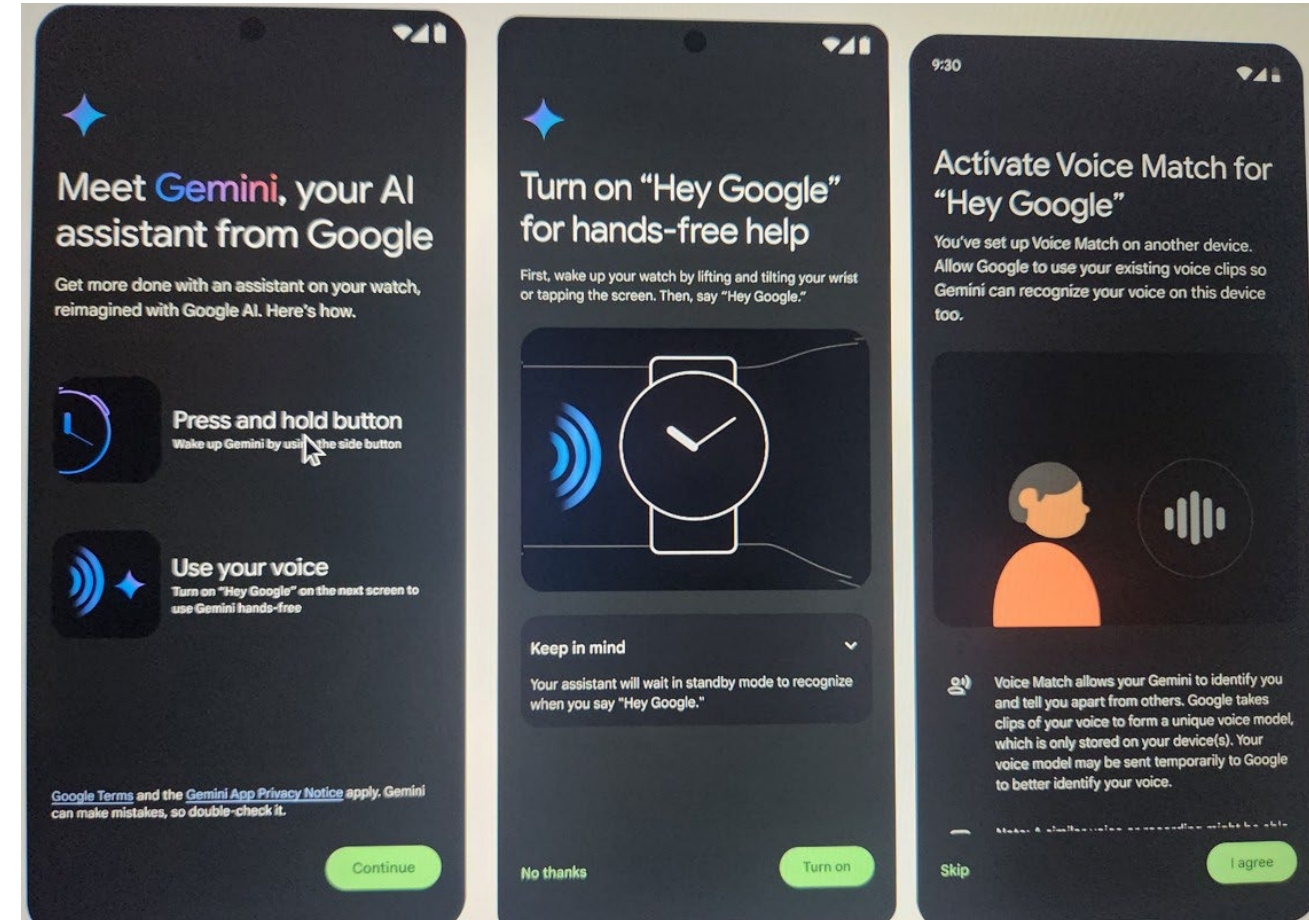
Ada Burch

✓ Conversation & Content Designer

- Delivered end-to-end content for Gemini Extensions notices on Gemini Watch and Gemini Auto.
- Wrote user-friendly and effective error strings for Gemini on Samsung S25, Apollo error messages, and GoWatch error punts.
- Refined Gemini's Processing Indicator Strings and Workspace Extension Confirmation flows, aligning microcopy with business goals while simplifying user understanding of complex AI actions.

The Approach

I partnered with product designers, researchers, engineers, and product managers to ensure the content aligned with the technical constraints and user needs. I also contributed to frameworks and string libraries that could scale across Gemini's ecosystem, ensuring consistency and coherence across touchpoints.

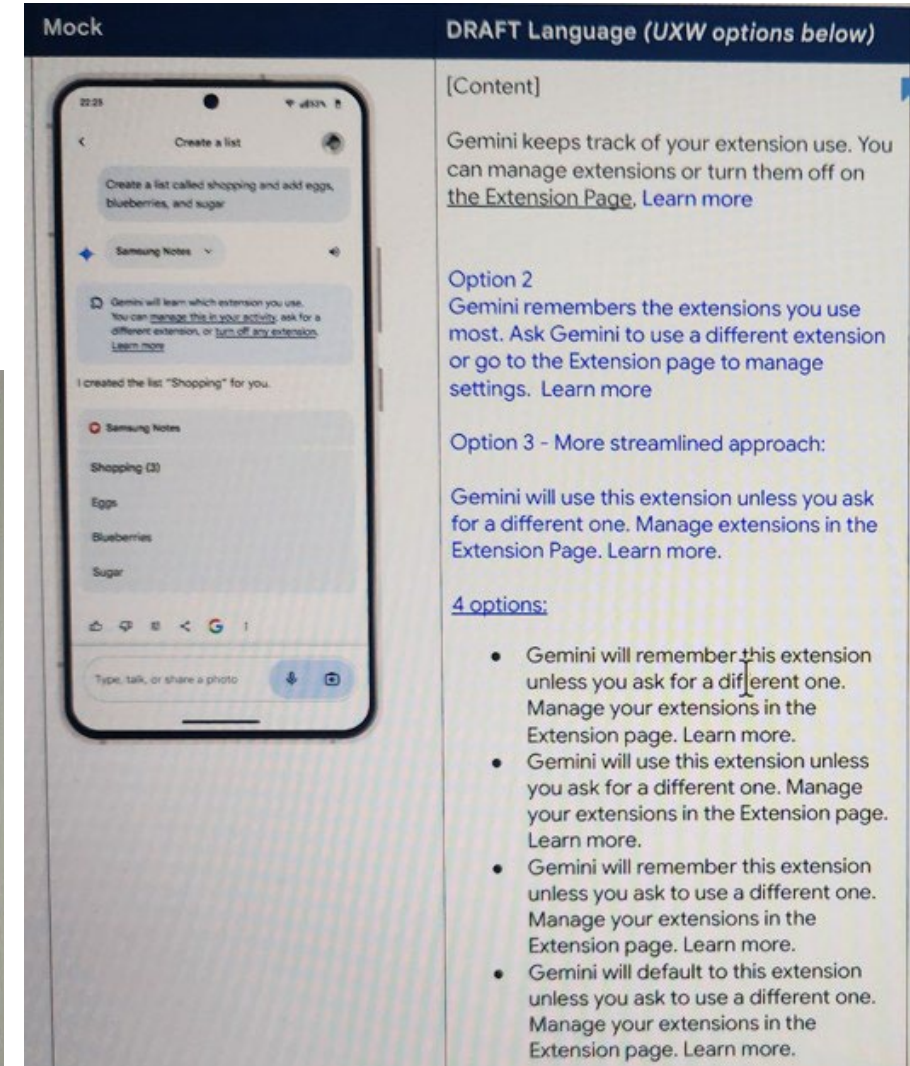
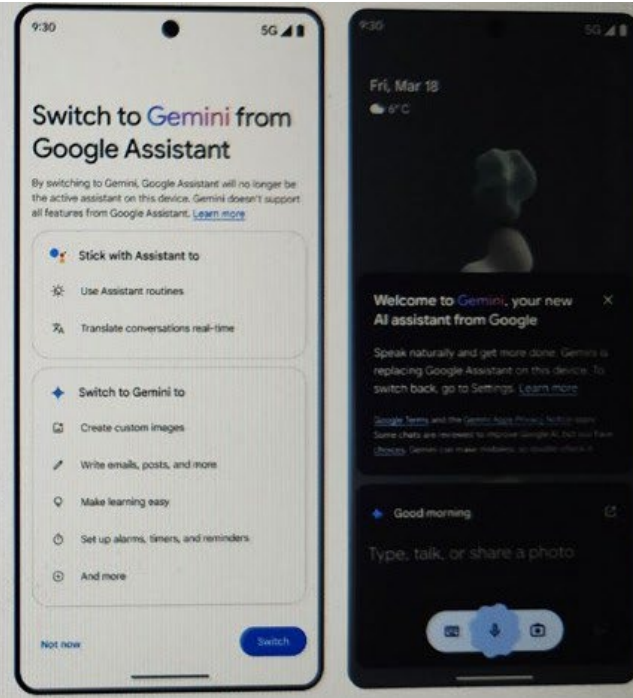


PROJECT DETAILS

Google DeepMind Gemini 2.5

Users was using Google Assistant on Android phone including Android Auto

And then users switch to Gemini on the phone (via settings or fast-track)



The Story of Mayo Clinic Unfolds

Mayo Clinic, the number one hospital in the U.S., set out to redesign its website to better reflect its values of diversity, accessibility, and patient-centered care—and to meet the needs of millions of patients seeking guidance and connection. With over 2 million monthly views across its top pages, the site needed to inspire trust, guide patients, and reflect the real people it serves.


The Details

- 30% increase in patient engagement across redesigned pages
- Unified messaging that reflected Mayo's commitment to care, trust, and excellence
- More inclusive, accessible content that resonated with a global audience

Community donations

\$8M+


More than \$8 million to support local and regional human service needs in more than 60 communities.



Equity & inclusion investment

\$100M

\$100 million over the next 10 years to eliminate racism and advance equity and inclusion within Mayo Clinic, and to improve health equity.



People & culture

Our people make progress happen

Our staff is on a mission to provide compassionate, world-class care to 1.4 million patients from 130 countries each year. We're also training the next generation of health leaders.

[Read less about our people ^](#)

We're the largest integrated, not-for-profit medical group practice in the world. Behind our top rankings, you'll find a diverse, inclusive culture of teamwork, professionalism, mutual respect, and dedication to putting patients first.

[Explore careers at Mayo Clinic](#)

[Connect on LinkedIn](#)

A diverse staff makes every single aspect of our organization better. At Mayo Clinic, we work to create the right environment for our staff to thrive, feel valued, enjoy their work, and provide an unparalleled patient experience.

PROJECT DETAILS

The Story of Mayo Clinic Unfolds

Ada Burch

✓ Content Designer

I partnered with cross-functional teams to reimagine content not just as a strategic experience. I guided voice and tone and built storytelling frameworks. I led content teams into key meetings with leadership, helping shape project goals, define user-centered approaches, and align evaluation criteria to measure success.

The Approach

- Made medical information more approachable and relatable
- Elevated Mayo's story through cohesive, values-driven messaging
- Prioritized accessibility and inclusivity for a broader, more diverse audience



Who we are

Transforming health care — yesterday, today, always

Each day, **we're building a future** where the best possible care is available to everyone — and more people can heal at home. Our relentless research turns into earlier diagnoses and new cures.

[Read less about who we are](#) ^

A legacy of innovation

Our [history of innovation](#) started in 1864, when brothers Will and Charlie Mayo pioneered an integrated, team-based approach to medicine. That core value still pushes our pace of discovery. Here, our experts partner to solve the most challenging unmet needs of our patients.

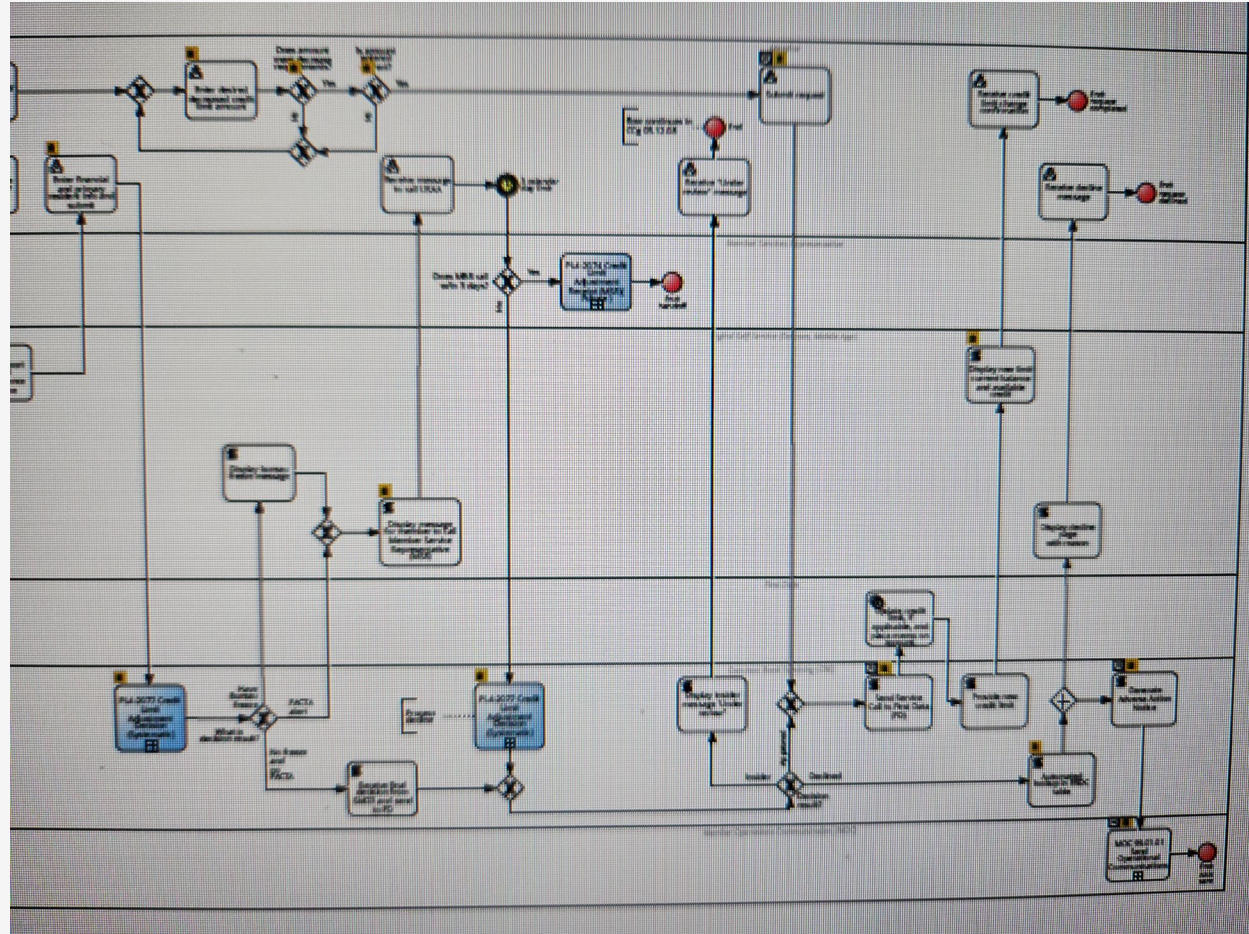
Top rankings for quality care

Our unwavering drive to create better medicine has earned Mayo Clinic [more top rankings for high-quality patient care](#) than any other health care organization. In fact, U.S. News & World Report has again recognized Mayo Clinic as the No. 1 hospital overall and top ranked in 14 specialties.

A Bank in Need

The Details

- Increased overall usability by 18, according to internal usability testing.
- Decreased technical debt, reducing complexity and streamlining future maintenance.
- Improved chatbot performance and contributed to faster task completion and higher customer satisfaction scores.
- Reduced product-related software issues by 15%, helping engineering teams move faster with fewer bugs.



PROJECT DETAILS

A Bank in Need

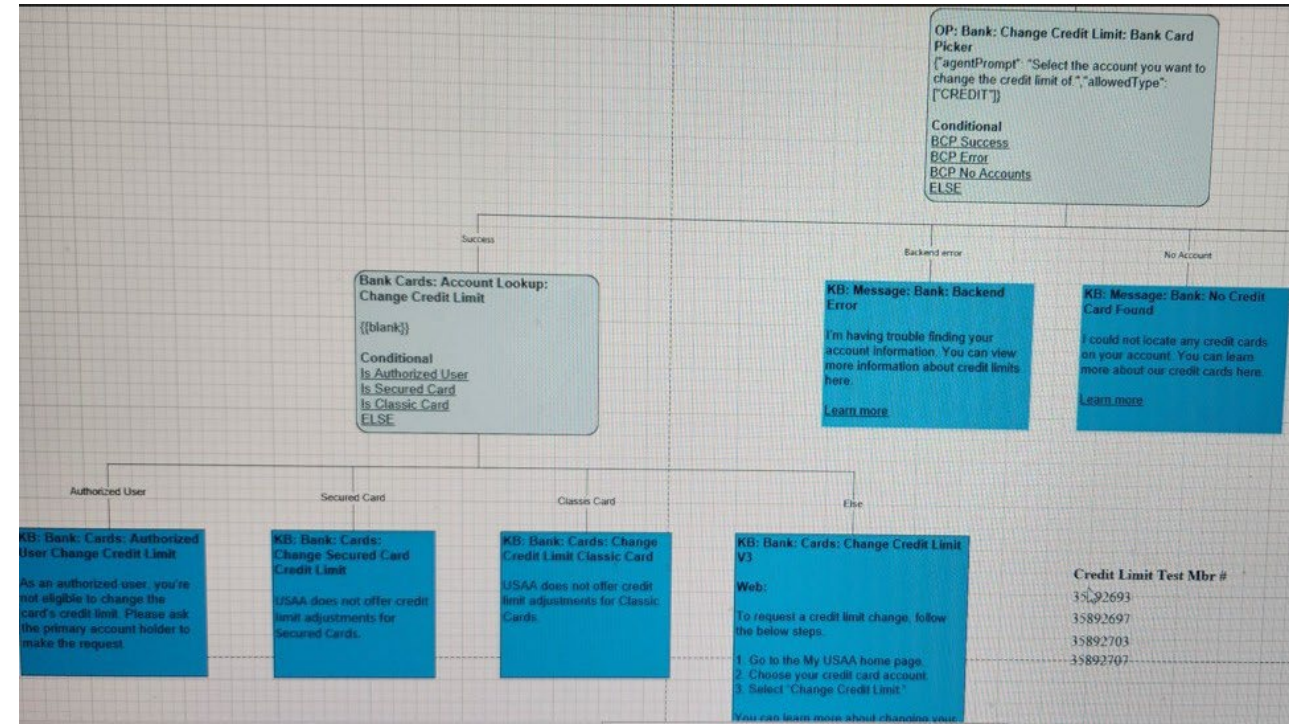
Ada Burch

✓ Conversational Designer

I Collaborated with cross-functional teams including Product, UX Design, Engineering, and Business to integrate conversational logic into digital tools, resulting in a higher customer satisfaction.

The Approach

- Led strategic conversational content initiatives and determined needs, objectives, approaches, and evaluation criteria that expanded customer reach and increased customer engagement by 18%.
- Designed end-to-end conversational experiences, including chatbot flows and virtual assistant interactions, across customer-facing platforms that simplified interactions and added value propositions.



PROJECT DETAILS

A Bank in Need

Ada Burch

✓ Conversational Designer

PL4-2073 Credit Limit Adjustment Receipt (Digital/Mobile)

