

CHRIS BALMES

MODEL DESIGNER ·
VOICE & CONVERSATIONAL AI

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PORTFOLIO

By request

FOCUS AREAS

- Model Behavior & Response Design
- LLM Evaluation & Rubric Design
- Human-in-the-Loop Calibration
- Conversational & Multimodal AI
- Voice UI Design
- System Prompts & Ideal Responses
- AI Prototyping
- Wearables Interaction

EDUCATION

Univ. of Illinois Urbana-Champaign

'08, BS Advertising, Minor in English Lit.

Hello, I design how AI talks to people. This is my resume.

For nearly a decade I've designed voice and multimodal assistants: Amazon Alexa, the Astro home robot, and now Meta AI and Muse on smart glasses. I design model behavior, define the evaluations that measure conversational quality, and partner with researchers to turn product taste into specs, data, and evals.

EXPERIENCE

Meta

2019–PRESENT

PRINCIPAL PRODUCT DESIGNER, MODEL BEHAVIOR & VOICE — AI GLASSES

- Write the voice response guidelines for Meta AI on screen-less glasses (filler, closure, confirmations, tone) that guide prompt and data work
- Author LLM evaluation rubrics, scoring methods, and error taxonomies that product, engineering, and research use to set the launch quality bar
- Build a conversational-depth framework (critical-dimension gates + weighted scoring) to track multi-turn quality over time
- Design turn-taking and interruption behavior for real-time speech-to-speech voice; drive system-prompt reduction

SENIOR DESIGN MANAGER, AI GLASSES

Built and led 12–15-person design teams on early AI use cases for Meta Ray-Ban Display, and architected our third-party developer platform.

Amazon Lab126

2017–2019

SENIOR VOICE UX DESIGNER, ALEXA & ASTRO

Designed dialog and response patterns for Alexa knowledge domains (weather, Q&A); later defined core voice and human-robot interaction patterns for Amazon's Astro home robot.

Smart Design

2015–2017

SENIOR INTERACTION DESIGNER

Led interaction design on 0-to-1 connected-device (IoT) products for Fortune 500 clients. Built interactive physical prototypes and ran usability testing.

Blue Fountain Media

2013–2015

HEAD OF UX DESIGN / INFORMATION ARCHITECT

Led UX and information architecture for agency clients, including nyu.edu.

Oxford University Press

2011–2013

DIGITAL ANALYST, EDITORIAL

Reported to the Publisher of OUP USA. Gathered requirements for new digital products and presented business cases to university leadership for approval.

PATENTS

Inventor on 11 filed patent applications. Recently granted:

- [EP4327199B1](#) // Active listening for assistant systems
- [US11563706B2](#) // Generating context-aware rendering of media contents for assistant systems
- [US10929601B1](#) // Question answering for a multi-modal system