

ARIEL KOH

Service Design & Innovation Strategy | Ecosystem Thinking | Human-Centered AI

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SUMMARY

Service designer and innovation strategist with 10+ years framing ambiguous product and service problems across enterprise SaaS, consulting, healthcare, travel, and education. My work starts with interviewing employees, users, and stakeholders to understand how work actually happens, then mapping pain points, handoffs, decision bottlenecks, and repeated effort across people, process, policy, knowledge, data, and technology. I translate those findings into future-state services, AI-assisted workflows, pilots, roadmaps, and measures of efficiency, quality, adoption, and business value, partnering closely with Product, Engineering, Data, and Operations from strategy through delivery.

CORE CAPABILITIES

Employee, user, and stakeholder interviews | Operational pain-point discovery | Ambiguous problem framing | Ecosystem and stakeholder mapping | Service blueprinting and journey mapping | Frontstage and backstage workflow analysis | Current-state and future-state service design | AI workflow opportunity identification | Human-centered AI workflow design and human review | Cross-functional facilitation and executive storytelling | Product discovery, roadmapping, and backlog framing | Pilots and success measures | Productivity, adoption, quality, and operating-cost measurement | Product, Engineering, Data, and Operations partnership

SELECTED SERVICE DESIGN & STRATEGY IMPACT

- Led Lumen ecosystem and white-space analysis that converted fragmented market, customer, and operational evidence into source-linked pain-point libraries, opportunity matrices, and prioritized product and partner directions.
- Translated Lumen research and stakeholder pain points into a source-traceable AI-assisted workflow, defining where AI could reduce repeated research, synthesis, context gathering, and rework, and where evidence or human judgment remained necessary.
- Co-founded Brevity AI and translated ENT surgeon workflows, compliance constraints, technical feasibility, and adoption needs into a future-state AI-assisted service, MVP, and pilot.
- Designed a CrowdStrike enterprise usage experience connecting customer behavior, lifecycle health, billing logic, and stakeholder KPIs; launch increased engagement 48%, traffic 37%, and unique active users 25% in the first month.
- Mapped and redesigned customer and operational journeys across Publicis Sapient, Costco Travel, and VIPKid, improving research, comparison, booking, support, and classroom service moments.

EXPERIENCE

Lead Innovation Service Designer | Lumen Technologies

Oct 2025 - Jul 2026 | United States

- Mapped the research and opportunity-development ecosystem across evidence collection, synthesis, validation, prioritization, and stakeholder review, identifying recurring pain points, backstage gaps, handoffs, decision points, and leverage opportunities.
- Designed an AI-assisted research operating model that structured a 680-report corpus into source-linked knowledge, pain-point libraries, domain taxonomies, confidence signals, opportunity matrices, and reusable decision materials.
- Defined how people, process, governance, and technology fit together in the future-state workflow, including what AI could propose, what required evidence and human review, and where people retained final decision authority.
- Built reusable validation methods using independent extraction passes, judge panels, evidence gates, rejection logs, defer-to-human states, and traceability standards to control hallucination and unsupported claims.
- Led cross-domain white-space analysis using ecosystem mapping, pain-point clustering, and prioritization criteria, translating validated findings into value hypotheses, risks, evaluation criteria, and executive-ready next-step recommendations.

Co-Founder and Chief Product Officer | Brevity AI

Jun 2024 - Sep 2025 | Seattle, WA

- Led workflow discovery with ENT surgeons and academic and technical collaborators, mapping consult capture, secure video upload, AI summarization, compliance review, attending decisions, and human validation across the end-to-end service.
- Translated the current-state process into a future-state AI-assisted service and MVP, defining user needs, product requirements, non-goals, validation criteria, and adoption requirements.
- Prioritized service and product opportunities across documentation, insurance, conference preparation, clinical trials, and consultation using user value, feasibility, data needs, compliance risk, and adoption friction.
- Led a UW Medicine pilot comparing summarized consult videos with traditional notes; summarized videos achieved unanimous 5/5 surgeon confidence for decision-making.

Senior User Experience Designer | CrowdStrike

Feb 2022 - Jan 2023 | Seattle, WA

- Designed a data-rich enterprise usage dashboard connecting customer behavior, lifecycle health, billing logic, and growth goals; launch increased engagement 48%, traffic 37%, and unique active users 25% in the first month.
- Partnered with Product, Engineering, Customer Success, and platform teams to reconcile competing definitions and align dashboard logic, customer health signals, and lifecycle workflows into a shared service and product model.
- Contributed to SMB checkout and account-flow redesigns during a period of 42% QoQ revenue growth, translating complex subscription, billing, and account-management requirements into clearer self-service workflows.

UX Designer | Costco Travel

Oct 2020 - Feb 2022 | Issaquah, WA

- Led search and booking discovery from research through experimentation, combining interviews, usability testing, competitive analysis, journey mapping, and behavioral analytics to identify service friction and define roadmap priorities.
- Established the organization's first A/B testing program for search, increasing overall searches 13.94%, hotel searches 9.11%, and filter use 22%; used results to refine the search and booking strategy.

Senior User Experience Designer | Publicis Sapient / Mercedes-Benz China

Jul 2018 - Aug 2019 | Beijing, China

- Worked in a client-facing consulting team to map and redesign automotive e-commerce services across research, comparison, support, and roadside assistance, connecting local customer needs with backstage process and global platform constraints.
- Designed a Mercedes-Benz vehicle comparison feature used in 962K+ visits over six months, with pathways into campaign, special-offer, and purchase-order pages.
- Reduced the roadside-assistance flow from 8 steps to 5 by simplifying decision points, adding defaults and autofill, and clarifying escalation paths for customers in high-stress situations.

Senior User Experience Designer and Researcher | VIPKid / SAYABC

May 2017 - Jul 2018 | Beijing, China

- Conducted teacher-lifecycle research and translated qualitative and behavioral evidence into service and roadmap priorities across onboarding, retention, pay clarity, support, and classroom experience.
- Redesigned classroom and attendance workflows, eliminating manual attendance-taking time and cutting support tickets 30%; other product changes generated 1M RMB and 23M RMB in revenue impact.

UX Design & Research | Earlier Experiences

Jun 2014 - Apr 2017 | Bangkok, Thailand + Seattle, WA

- Worked at Digital A.I.R Innovation, Microsoft, AT&T, Progress UX Research
- Designed and researched AR, enterprise, telecom, and public-sector workflows; at Microsoft, digitized an enterprise licensing process that saved 24+ hours of manual work.

EDUCATION

M.S., Human-Centered Design & Engineering | University of Washington | 2024

B.A., Cultural Anthropology | Wheaton College | 2013

METHODS, TOOLS AND HUMAN-CENTERED AI FLUENCY

Ecosystem mapping | Stakeholder mapping | Journey mapping | Service blueprinting | Current-state and future-state workflow mapping | Qualitative interviews | Workshop facilitation | Research synthesis | Behavioral analytics | A/B testing | Opportunity framing and prioritization | Roadmap and backlog framing | Pilot and success-measure design | Human-in-the-loop validation | Microsoft Copilot Cowork (Anthropic Claude) | ChatGPT | Microsoft Copilot Studio | Figma | Miro | Lucidchart | Excel | UserTesting.com | Adobe Analytics | Google Analytics | Notion | AI workflow prototyping