

JESSICA CHEUVRONT

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Customer experience and design strategy leader driving large-scale digital and AI-powered service platforms across multiple industries. Proven ability to design end-to-end ecosystems that connect digital, AI, and human experiences to drive customer engagement, operational efficiency, and business growth. Proven track record leading cross-functional transformation across complex, regulated environments by aligning product, operations, and technology around customer-centered service design.

- **Product & Platform Strategy**

Platform strategy and ecosystem design including AI-powered CX platforms. Experienced in product roadmaps and OKR development. Delivered scalable self-service platforms optimizing the customer journey leveraging VoC and data-driven product decisions.

- **AI-Powered Customer Experience Platforms**

Proven ability to strategize and deliver data-driven, scalable solutions across voice, chat, and conversational AI platforms aligned to business goals. Skilled in evaluating insights and data to deliver designs that create impact.

- **Cross-Channel Experience Strategy**

Led end-to-end delivery of scalable, personalized conversational AI experiences across voice, chat, and digital support channels ensuring alignment to business goals while delivering value to the customer in addition to identifying standards and guidelines for UI design and delivery.

- **Cross-functional Team Partnership**

Able to develop collaborative partnerships with product teams, business partners, development teams and vendors to understand goals, user needs, and emerging capabilities leveraging human-centered design practices.

- **Human-Centered Design & Journey Mapping**

Skilled in developing intuitive customer journeys using HCD and behavioral insights translating into scalable solutions. Experienced in facilitating collaborative workshops with all levels of stakeholders. Able to identify opportunities for A/B testing to enhance design decisions.

- **Team Building & Mentorship**

Passionate leader known for developing talent, fostering innovation, and creating inclusive, high-performing teams across multiple workstreams through mentorship and strategic design guidance.

SKILLS

Customer Journey Mapping, Service Blueprinting, VUI Design, HCD Principles, UX Research, Usability Testing, Agile, OKRs, KPIs, Roadmaps, Feature and Story Writing, A/B Testing

PLATFORMS & TECHNOLOGY

- Conversational AI: AWS Lex, DialogFlow,
- Voice Platforms: Genesys, AWS Connect, Nuance
- AI & NLP: LLMs, NLU, ASR, Prompt Engineering
- Analytics/Visualization: Tableau, Qualtrics
- Product Design: Voiceflow, Figma, Miro, Storyboard That
- Agile Delivery: Confluence, Jira

EXPERIENCE

Conversational AI Experience Lead / 2023 – present

USAA

Lead service design and platform strategy for enterprise conversational AI ecosystem supporting millions of members across digital, voice, and assisted channels. Drive end-to-end experience transformation by aligning customer journeys, operational workflows, and AI capabilities to deliver scalable, high impact service experiences. Ensure optimized conversational experiences are delivered for members across digital, voice and chat channels. Advise on governance and operational risk management to enhance feature delivery across product portfolio ensuring adherence to compliance for business needs. Provide leadership for design team to create an energized culture of inclusion helping to eliminate roadblocks and provide guidance on resource needs.

- Led integration of generative AI capabilities into conversational platforms, enabling more personalized and dynamic member support while reducing friction and improving self-service adoption by developing end-to-end service blueprints and customer journeys.
- Defined product roadmap and platform standards into a holistic service ecosystem on the AWS-based conversational AI platform, aligning engineering, vendor partners, and design teams around scalable platform capabilities.
- Partnered with data and analytics teams to translate VoC and behavioral insights into journey-level optimizations, improving containment, satisfaction, and operational efficiency.
- Established design governance and standards to ensure consistency, accessibility, and quality across experiences at scale.

Sr. Experience Manager, IVR Strategy and Systems Experience / 2021 – 2023

T-Mobile, USA

Led experience strategy for enterprise IVR platform supporting millions of customer interactions, partnering with engineering and operations to modernize end-to-end customer journeys and improve automated service resolution. Own and drive cross-functional issue resolution and critical problem management efforts impacting multiple lines of business and applications. Mentored junior team members on design thinking, process and applications.

- Identified and designed key customer journeys while migrating from Nuance to Verbio IVR system to train AI driven LLM, track intent accuracy, and optimize self-service options while developing improved user experiences to increase call containment and reduce call transfers.
- Represented organization as lead experience manager on enterprise initiatives varying from small to large efforts to include business requirements and high-level design solutions and journey mapping.
- Managed user experience portfolio of troubleshooting self-service in IVR using human-centered design strategies. Identified areas to increase caller engagement, call containment, and proactive call intent leveraging data and customer insights.
- Designed new Retail IVR platform by journey mapping, identifying initial roadmap of features, design requirements, developed prompts, conducted talent coaching, and assisted with UAT.

Voice Capability Manager / 2020 – 2021

OptumRx, UnitedHealth Group

Responsible for strategically and creatively thinking about how the consumer experience should work while translating a vision into reality that drives growth and value for the business. Managed team of Product Managers/Owners and UX Designers supporting the OptumRx Genesys Voice Portal IVR system working with key business stakeholders to define, document, and prioritize features, capabilities, and operational workflows. Managed the process to identify, facilitate, and drive cross-channel business solutions from idea to delivery.

- Identified areas for improvement across caller experiences and developed strategic roadmap to increase caller containment and improve caller satisfaction.
- Drove execution and team output with the addition of 3 full-time conversation designers. Promoted 3 Product Owners to Senior level. Responsible for performance management and development of team.
- Managed feature delivery with over 2400 user story points resulting in a 2% + containment rate increase within 6 months and NPS improvements over 90%.

Senior Conversation Experience Consultant / 2019 – 2020

VoxGen, LLC

Design consultant for various clients in multiple industries covering all aspects of conversational experiences such as IVR and chat bots. Perform usability testing, apply HCD principles to client needs, deliver voice strategies and develop recommendations based on RFPs.

- Worked on large and complex enterprise projects for clients requiring expert knowledge of conversational systems to include documentation of functional requirements and necessary design changes for development.
- Lead consultant on client project to convert multiple TFNs from DTMF to speech while migrating from Avaya to Genesys platform.
- Conducted user research using various HCD methodologies including WoZ and interviewing and presented results to executives and stakeholders with design proposals.

Senior VUI Designer / 2016 – 2019

USAA

Provided senior level design and producer oversight for Digital Experience Design team responsible for conversational interfaces across multiple digital channels such as IVR, chatbot and virtual assistant. Applying HCD principles, responsible for creating caller journeys based on requirements, delivering voice user interface documents, and assisting with testing prior to release. Lead team of designers as part of Agile workgroup and advise on process improvement and operational risk management. Provided design mentoring to junior designers.

- Successfully deployed design changes to Auto ID self-service functionality that increased task completion from 64% to over 80%. Led design and deployment of credit card application status self-service functionality.

Senior Analyst, IVR Development / 2009 – 2016

T-Mobile, USA

Lead product analyst responsible for product management and design for award winning self-service IVR. Responsibilities include writing functional requirements, VUI design, and ensuring successful testing and deployment of project requirements. Act as program manager tracking project roadmap, timeline, level of effort and coordinating deployment logistics for analysis and development team.

EDUCATION

M.S., Customer Experience Management

Michigan State University, Eli Broad School of Business, E. Lansing, MI

M.S., Management and Leadership

Western Governor's University, Salt Lake City, UT

B.S., IT Management

Western Governor's University, Salt Lake City, UT