

# Kimberly Sullivan

AI Systems & UX Designer



## CONTACT INFORMATION:

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## SKILLS:

**AI & Automation:** AI-assisted system design, n8n, UiPath, Python, JavaScript, large language models, prompt engineering for structured outputs and evaluative constraints

**Data & Analytics:** SQL, Airtable, BI tools, dashboard and reporting design, KPI tracking, segmentation, cohort analysis, decision-support data modeling

**UX & Systems Design:** Figma, content and information architecture, diagramming and systems mapping, workflow modeling, interpretability-focused UX for AI-assisted systems

**Strategy & Collaboration:** Project leadership, cross-functional collaboration, behavioral insights, editorial planning, campaign analysis, stakeholder communication

## EDUCATION:

## PROFESSIONAL SUMMARY:

Background in AI evaluation, automation, and analytics, now focused on designing AI-assisted systems with clear, interpretable, and trustworthy user-facing behavior. Experienced in shaping system workflows, evaluation criteria, and data structures that support human decision-making in complex, high-stakes domains. Brings cross-sector experience spanning technology, nonprofit systems, and applied research.

## PROFESSIONAL EXPERIENCE:

### AI Systems & Document Intelligence Externship Outamotion

Nov 2025 – Jan 2026

- Designed an AI-assisted document intelligence pipeline to extract structured data from 200+ page mortgage document blobs.
- Applied computer vision, OCR, and NLP techniques to classify unstructured and scanned documents under real-world conditions.
- Built a retrieval-augmented generation (RAG) workflow to enable accurate, searchable access to extracted content.
- Evaluated model behavior across noisy inputs, identifying extraction failures and classification gaps.
- Produced structured outputs and system documentation to support downstream review, compliance, and decision-making workflows.

### AI Automation Externship Wayfair

Aug 2025 – Nov 2026

- Designed AI-assisted workflows for competitor monitoring, trend detection, and content ideation.
- Built an automated dashboard delivering real-time product and market insights to stakeholders.
- Developed a moodboard generator translating abstract style prompts into curated visual assets.
- Applied LLM-based summarization to support scalable insight generation and content workflows.

### AI Model Evaluation and Quality Oversight Specialist

May 2020 – Dec 2025

- Led multimodal model evaluation and RLHF quality review across text, audio, and video systems.

**PhD (Research) Candidate, Linguistics  
and Computational Linguistics |**  
Selinus University (Expected 2026)

**Individualized MA, Linguistics |**  
Goddard College (2017)

**CERTIFICATIONS:**

**Airtable Academy:** AI App Builder,  
Builder, and Admin (2025)  
**Unilever:** Digital Marketing Analyst  
Professional Certificate (2025)  
**Google:** Analytics, Ads Search, Ads  
Display, AI-Powered Shopping Ads  
(2023-2025)  
**University of Virginia:** Marketing  
Analytics (2024)

- Defined evaluation criteria for hallucination detection, reasoning failures, and dataset integrity.
- Adjudicated ambiguous edge cases and performed root-cause analysis on systemic prompt and labeling failures.
- Provided feedback loops to improve model behavior, evaluation guidelines, and reviewer calibration.

**Contract Marketing Analytics Specialist**  
June 2024 – Present

- Reduced manual reporting time by approximately 50 percent by designing automated insight summaries and executive-facing reporting systems.
- Designed structured reporting pipelines to support ongoing decision-making across multi-channel performance data.
- Conducted segmentation and cohort analysis to surface behavioral patterns relevant to targeting and resource allocation.
- Applied SQL and Python to generate predictive signals supporting planning and optimization decisions.

**Founder & Systems Designer (Nonprofit)**  
**Fellow Earthlings Gulf Coast**  
July 2017 – Present

- Founded and led a volunteer-driven environmental nonprofit operating across three coastal regions.
- Designed and maintained structured data systems supporting volunteer coordination, activity tracking, and environmental outcome reporting.
- Defined schemas and workflows to transform unstructured field observations into reliable, decision-ready information.
- Published nonprofit data publicly to promote transparency, accountability, and trust among non-expert audiences and stakeholders.

**Contractor & Entrepreneur (Magazine Publishing)**  
Dec 2017 – Aug 2023

- Managed full-cycle production for American Paranormal Magazine, culminating in a successful sale.
- Collaborated on editorial content and web publishing workflows using WordPress and Google Workspace.