

Alea Abrams

Work Experience

ServiceNow Staff Content Designer, Conversation Design Lead

Feb. 2022 - Present (promoted 2025), Seattle

Defined the foundational conversation architecture for ServiceNow's AI assistant (Otto), moving conversation design from ad-hoc project work to platform-level behavioral standards adopted across product, engineering, and research organizations. Frameworks govern AI experiences operating at a scale of 2.4M customer intents in H1 2026, contributing to ~280K avoided support cases.

- **Authored the governing behavioral standards for Otto:** Global Conversation Behavior documentation, Response Pattern Taxonomy, and Otto Conversation Experience PRD. This work has become the required baseline reference for conversation behavior across product teams in 8+ business units, replacing inconsistent team-by-team behavior decisions. These frameworks align with organizational models projecting deflection improvement from ~8% to ~36% as conversational pattern coverage expands from 40% to 83%.
- **Built a disambiguation framework grounded in linguistic pragmatics and LLM behavior research,** addressing a problem space where 90% of analyzed user queries showed medium or high ambiguity. Adoption was durable enough that when the feature was inadvertently removed, customers demanded it back within weeks. Now it is a required design standard.
- **Trusted by engineering as the expert on conversation behavior.** Directly consulted on Otto's tone system, response design, and processing-state behavior; cited by engineering leadership as the go-to authority on the platform's conversational experience. Recognized in my 2025 performance review for cross-functional credibility and technical depth.
- **Led design for the Now Assist and Microsoft Copilot integration,** showcased as the keynote demo at ServiceNow Knowledge 2024 with ServiceNow's COO and Microsoft CEO on stage.
- **Scaled the discipline org-wide,** building training and enablement resources that reached 1,000+ designers and engineers. The curriculum was later folded into the company's central system.

Best Buy Lead Conversation Designer

Feb. 2020 - Feb. 2022, Seattle

Owned end-to-end design for Best Buy's customer-facing chatbot, partnering with business stakeholders and PMs to rebuild conversation architecture around customer intent rather than menu-driven flows.

- Redesigned the shopping conversation, raising NPS from "good" to "excellent."
- Redesigned self-service FAQ flows to replace non-actionable responses, reducing live-agent transfer volume.
- Built and maintained an intent catalog of 100+ conversation flows.

Microsoft Product Designer

2016 - 2018, Seattle

Designed on Microsoft's AI Design & Ethics team, partnering with PMs on early conceptual design for conversational AI products, including conversation POCs and demos exploring trust and disclosure patterns in early-stage AI experiences.

Intego UX Designer

2014 - 2015, Seattle

Designed for a small team building safety and security software for Mac and mobile devices. Shipped 2 products from concept to release.

I design how AI systems think, speak, and behave: the frameworks, standards, and language logic that make conversational AI trustworthy at scale.

Education

Masters University of Washington, 2019

Human Computer Interaction + Design

Bachelors Kenyon College, 2012

Psychology and Fine Arts (dual degree, cum laude)

Speaking & Leadership

Speaker ServiceNow Knowledge, 2026

"Why AI Conversations Go Wrong (and How to Fix Them)"

Speaker Chatbot & AI Conference, 2024

"Mind Meets Machine: Leveraging Mental Models for Superior AI Interactions"

Skills

Model & conversation behavior

Behavioral architecture, LLM interaction design, prompt engineering, system prompt architecture, agentic AI design, response pattern design, disambiguation design

Design systems & methodology

Design-grounded research, pattern libraries, design standards documentation, cross-functional engineering handoff, research-informed design

Leadership & scaling

Curriculum design, teaching at scale, discipline-building, strategic communication, cross-business-unit alignment, design mentorship

Beyond Work

Retreat grant recipient Moishe House, 2019, 2020

Planned and led two retreats focused on social justice and women's empowerment.

Board Leadership Training ArtsFund, 2017 Cohort

Selective program training a new generation of arts leaders.

Board Member JConnect, 2016-2018

Young professionals community organization