ARIEL SHIRK

OPERATIONS & QUALITY LEADER | TRUST & SAFETY | AI WORKFLOWS & AUTOMATION

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PROFESSIONAL PROFILE

Operations and quality leader with 15+ years supporting technology and customer-experience programs. Built and scaled Trust & Safety operations, developed team leaders, and improved quality and productivity through data-informed process design. Brings hands-on generative AI evaluation and workflow automation experience, with a record of translating frontline challenges into practical, scalable systems.

CORE EXPERTISE

Operations Leadership • Trust & Safety • Quality Management • Process Improvement • AI / LLM Evaluation • Workflow Automation • Leadership Development • KPI Reporting • Capacity Planning • Training Design • Stakeholder Management • Google Apps Script

PROFESSIONAL EXPERIENCE

AI Model Evaluator | LLM Quality & Workflow Support

Nov 2025–Present

Uber AI Solutions

- Evaluate generative AI outputs using detailed rubrics for factual grounding, completeness, accuracy, and instruction adherence across complex, multi-step tasks.
- Recognized by vendor management as a consistent top performer, placing in the top 10–25% for production with strong quality feedback.
- Built and deployed a scalable Slack-based attendance check-in automation with supporting Google Sheets infrastructure for a team of 40+ evaluators.
- Engineered and tested a Google Apps Script prototype to address concurrent-editing and data-integrity issues in a shared-sheet workflow used by 40+ contributors; demonstrated it and secured training leadership approval.
- Developed and demonstrated a functional Slack-to-Google Docs integration to capture questions and support guidance in a persistent FAQ and calibration reference; endorsed by leadership but not deployed.
- Created setup checklists, QA tracking aids, and translation tools; investigated technical defects and SOP gaps, escalating recommendations and supporting peers and QA staff.

Trust & Safety Product and Operations Lead

Mar 2017–May 2025

Accenture | Technology client engagements

- Built and scaled a new Trust & Safety operation for a Fortune 50 client from 10 specialists to a multidisciplinary team of 70+ personnel, designing the organizational structure, creating and staffing specialized SME, QA, training, and team leadership roles, and overseeing the expanded operation.
- Earned a 2021 WeInnovate@Operations Gold Award for an inter-tier notes solution associated with a 29.5% reduction in Tier 2 average handling time and projected $122K annual savings (1.5 FTE).
- Partnered with the client to redesign capacity benchmarks using time-and-motion studies and aggregate performance data, helping production reach 97% of target without sacrificing quality.
- Improved queue quality from 92% to 96%, above the 95% client benchmark, through targeted coaching, calibration, and workflow improvements.
- Led hiring, onboarding, and development of team leads; established management routines and facilitated learning initiatives including a strengths-based program for approximately 40 managers.
- Served as a primary client liaison, led weekly business reviews, delivered stakeholder presentations, and proposed policy and workflow changes adopted by the client.

Operations Manager 2014–2017
teleNetwork

- Led multichannel support operations across chat, email, social media, and phone, managing 20+ specialists and coordinating service delivery for enterprise clients.
- Increased chat customer satisfaction (CSAT) by 7% in one month and reduced social media response turnaround by 40% through targeted customer-experience initiatives.
- Designed and launched a 24/7 chat staffing model based on historical volume and demand forecasts to improve coverage and efficiency.
- Worked with senior leadership to incorporate frontline customer feedback into coaching, process revisions, and training priorities.

Senior Training & Implementation Manager 2010–2013
teleNetwork

- Led training and implementation work across 9+ telecommunications and ISP programs, adapting existing processes and creating new workflows to meet varied client requirements.
- Designed onboarding, training materials, and operational procedures; coordinated cross-functional training and quality teams during support-tool and service transitions.
- Managed rollout schedules for client service launches, including Wi-Fi support training for a Fortune 50 technology client.

AWARDS & CREDENTIALS

Ace Award, Inspirational Leader (Accenture, 2023) • WeInnovate@Operations Gold Award (2021)
• Certified Scrum Product Owner (Scrum Alliance, 2025) • Scrum Foundation Professional Certificate (CertiProf, 2025)

Additional coursework: SQL Essential Training (LinkedIn Learning, 2025) • Introduction to Python (SoloLearn, 2025)

EDUCATION

Bachelor of Arts, Philosophy | Texas State University, San Marcos, TX