MIKEAL WOODS *Conversational AI & Workflow Systems*

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PROFESSIONAL SUMMARY

Conversational AI and workflow systems professional with a background in business operations, process design and digital project execution. Designs human-centered AI experiences with an emphasis on conversational behavior, personality, tone and user interaction. Builds and refines conversational products, AI agents and automation workflows using Python, OpenAI APIs, tool calling and Zapier. Experienced in prompt design, behavioral testing, output validation and iterative quality assurance. Combines extensive business operations experience with hands-on development of independent AI products and workflow automation projects.

PROFESSIONAL EXPERIENCE

Freelance / Independent Projects, *Conversational AI & Workflow Systems* 2026 – Present

- Design human-centered conversational AI experiences, defining personality, tone, behavioral instructions, conversational progression and user interaction requirements.
- Designed and launched Lumira (Work Alignment Guide), a publicly accessible conversational AI experience that helps users reflect on work preferences, calibrate priorities and evaluate job postings for alignment.
- Conduct iterative behavioral testing and prompt refinement to assess conversational consistency, instruction adherence and responses across different user scenarios.
- Build AI agents and workflow systems using Python, OpenAI APIs, tool calling, Zapier and browser automation, with emphasis on validation and reliable execution.
- Developed reusable AI infrastructure and a tool-calling agent with controlled document access, independent output verification and 21 passing automated tests.

Plus Ultra, *Project Lead* 2026 – Present

- Designed the personality, tone, conversational behavior, system instructions and interaction boundaries for Trail Companion, a reflective AI experience supporting personal growth and endurance.
- Developed conversational progression and response strategies emphasizing supportive dialogue, user autonomy and consistent behavior across different situations.
- Conduct iterative conversational QA and behavioral testing to refine onboarding, responses, closing behavior and overall product consistency.
- Implemented Trail Companion using reusable server-side AI infrastructure shared across multiple conversational products.
- Previously designed automated email onboarding and lifecycle workflows using MailerLite, applying trigger-based automation, sequencing and workflow logic.

VIAMETRIC, *Business Development & Operations Specialist* 2012 – 06/2026

- Managed B2B prospect research, outreach, qualification, client communication and CRM workflows across multiple accounts.
- Worked independently across client accounts while maintaining structured records, follow-up processes and daily operational workflows.

Coffee News, *Advertising Sales Consultant* 2011 – 2012

Always Dreaming, Inc., *Business Development Specialist* 2005 – 2011

Louisiana Army National Guard, *Personnel Security Specialist* 1996 – 2005

EDUCATION

Associate of Arts, *University of New Orleans* New Orleans, LA

CORE SKILLS

Conversational AI & Design: Conversational AI • AI Behavior Design • AI Personality & Tone • Prompt & Instruction Design • Conversational Flow Design • Behavioral Testing & Evaluation • OpenAI API • AI Agent Design | **Systems & Operations:** Process Design • Workflow Automation • API Integration • Python • Zapier • Playwright • Browser Automation • QA & Validation • Error Handling & Fail-Safe Logic • Operational Documentation | **Platforms & Tools:** WordPress • Elementor • Google Workspace • MailerLite • Canva • CRM Systems • Microsoft 365

CERTIFICATES

LinkedIn Learning Professional Development: AI workflow automation, agentic AI, prompt engineering and generative AI