

Audubon Dougherty

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Education

Massachusetts Institute of Technology (MIT) – Master of Science in Comparative Media Studies **Smith College** — Bachelor of Arts in Anthropology **Emerson College** – Five semesters of coursework in Writing, Literature, and Publishing

Experience

Studio Crux 2025 – Present *Founder*

Lead full-time agentic product development, taking websites and mobile apps for niche audiences from conception to launch in collaboration with advisors and subject matter experts. Launched Disclosure Watch, Offline Childhood, and Intuition Log; developing a parenting platform, a digital audio plugins marketplace, and a fertility program mobile app. Established the studio in 2009 as a creative production entity for video and photo projects.

Slalom (Global team) 2014-2026 *Senior Principal, CX Strategy*

Advanced over 12 years through seven years of UX leadership (strategy, research, and design), two years in global product strategy, and three years focused on AI strategy for customer experience. Adapted Google's Design Sprint model for consulting and expanded the capability across the company, partnering with the innovation lab on research and strategy for new and emerging technologies. Co-led the digital human capability, launched and led the synthetic AI customer capability, and drove sales of AI and CX solutions across industries. Led qualitative and quantitative research and analysis, as research subject matter expert, for internal and external audience understanding. Delivered work to C-level executives, completing projects at nine global pharmaceutical companies, large media companies, Big Tech firms, public sector organizations, and consumer packaged goods, financial services, and professional sports clients.

Adult Swim (Thing X) 2012-2013 *Digital Director*

Managed digital presence and user research for a television network's startup initiative, including social media platforms and website management. Tracked qualitative and quantitative engagement metrics to inform content strategy. Translated focus group feedback into actionable strategies for two site redesigns, working with developers and designers to prioritize new site functionality and improve metrics and search engine optimization.

Deutsche Telekom EIT-ICT Labs 2012 *Visiting Research Scientist*

Conducted research in the Quality & Usability Lab with remote teams on emplaced social media technologies and spontaneous mediated interaction through live video on public displays. Conceived two mobile apps and supported experiments in computer vision and augmented reality.

Center for Civic Media, MIT Media Lab 2008-2012 *Research Associate*

Assistant-taught human-computer interaction and digital media courses to undergraduates and led development of a mobile app, web design, and video production for a new research center. Designed a mobile filmmaking project and completed grant-funded fieldwork on the social impact of internet in rural Peru, resulting in published research and a short documentary. Collaborated with MIT's Department of Urban Planning & Design on publications and projects.

Human and Labor Rights Organizations and Startups 2002-2008 *Communications Roles*

Led all print, video, and web communications for two years at healthcare labor union 1199SEIU; interviewed 30+ home health aides across multiple states and produced a video campaign in three languages that led to 22,000 workers joining the union. Managed communications and web presence for four years at UUSC, a small human rights organization, including field assessments interviewing internally displaced persons, torture survivors, and disenfranchised populations in Thailand and Indonesia. Began career as a content writer for a media startup, followed by a marketing and communications role at an email marketing startup (acquired).

Leadership & Activities

Serve as organizing committee member for The Synapse, a women-led conference on AI, Cognitive Science, and Consciousness. Conceived and led an app prototype project as part of Jobs Data Jam at the U.S. EVP's office, presenting to Vice President Biden and senior officials at the White House. Write and produce empowering songs for kids, composed by AI, as Aububot.

Research & Publications

"Emerging Digital Technologies and Practices," *Handbook of Participatory Video*

"Live-streaming mobile video: production as civic engagement," *Proceedings of the 13th International Conference on Mobile HCI* "Rural Peru's Transition to Wireless Internet," *The International Journal of Technology, Knowledge and Society*, 6(2)

Skills & Interests

Strategy: CX, UX, and AI strategy, leveraging data and analytics insights. **Research:** Accelerated agentic research methods, synthetic customer research & development, qualitative and quantitative CX research, market research, competitive insights, usability testing. **Design:** UX project leadership, design thinking methods, design sprint facilitation. **Product development:** Product strategy, vision, roadmapping, agentic engineering. **Business development:** Capability development and sales across industries, client relationship management. **AI coaching:** Tools enablement, operational assessments, workflow acceleration. **Interests:** Portrait photography, short film production and direction, painting, poetry.