

etc.

/ EDU

MIT – Master of Science in Comparative Media Studies
Smith College – BA in Anthropology
Emerson College – 5 semesters in Writing, Lit, & Publishing

/ SKILLS

- Strategy – CX, UX, AI – leveraging data & analytics insights
- Research – generative qual and quant, market research, competitive insights, usability testing
- Design – UX project leadership, design thinking methods, design sprint facilitation
- Product development – Product strategy, vision, roadmapping, agentic engineering
- Biz dev – Capability development & sales across industries, client relationship management
- AI coaching – tools enablement, operational assessments, workflow acceleration

/ ENDEAVORS

- Organizing committee member for *The Synapse*, a women-led conference on AI, Cognitive Science, and Consciousness
- Write and produce empowering songs for kids, composed by AI, as [Aububot](#)
- Conceived & led an app prototype project as part of Jobs Data Jam at the U.S. EVP's office, presenting to VP Biden & senior officials at the White House
- Portrait photography, former producer & director for short films (Tapioca Productions), painting & poetry

/ 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)

work

Founder / [Studio Crux](#) / 2025-Present

After establishing Studio Crux in 2009 as my own creative production entity to produce video and photo side projects, this year I have transitioned to full-time agentic product development. Collaborating with advisors and subject matter experts, I take ideas from conception to launch, producing websites and mobile apps for niche audiences, including [Disclosure Watch](#), [Offline Childhood](#), and [Intuition Log](#), with a legal web platform and a fertility program mobile app presently in development.

Senior Principal, CX Strategy / [Slalom \(Global team\)](#) / 2014-2026

My 12-year trajectory at Slalom involved 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. I adapted Google's Design Sprint model for consulting and expanded the capability across our company, while partnering with our innovation lab on research and strategy for new and emerging technologies. I co-led our digital human capability, launched and led our synthetic AI customer capability, and drove sales in AI + CX solutions across industries. As a research SME, I led qual and quant research and analysis for internal and external audience understanding. I frequently worked alongside C-level executives, completing projects at nine global pharmaceuticals, large media companies, Big Tech firms, public sector orgs, CPG companies, financial services, professional sports, and other industries.

Digital Director / [Adult Swim \(Thing X\)](#) / 2012-13

Managed digital presence and user research for a startup initiative by a television network, including social media platforms and website management. Tracked qual & quant metrics on engagement to inform content strategy. Translated feedback from focus groups into actionable strategies for two site redesigns, working alongside developers and designers to prioritize new site functionality and review analytics for improved metrics and SEO.

Visiting Research Scientist / [Deutsche Telekom EIT-ICT Labs](#) / 2012

Worked in the Quality & Usability Lab at Deutsche Telekom Innovation Labs, conducting research 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.

Research Associate / [Center for Civic Media @ MIT Media Lab](#) / 2008-12

Assistant taught HCI and digital media courses to undergrads, and led the development of a mobile app, web design and video production for a new research center. Independently 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.

Communications roles / [Human & labor rights orgs, Startups](#) / 2002-08

My career began as a content writer for a media startup, then a marketing/comms role at an email marketing startup (acquired), then four wonderful years managing communications and web presence for [UUSC](#), a small human rights org, including field assessments interviewing IDPs, torture survivors, and disenfranchised populations in Thailand and Indonesia. This was followed by two years leading all print, video, & web communications at the healthcare labor union [1199SEIU](#), where I 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.