

# emily saltz

I'm a UX researcher with specialties in AI and interactive media. I work with teams to unearth actionable user insights, using creative mixed methods to drive product decisions.

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## skills

### UX METHODS

Human-Centered Design, Usability Testing, Qualitative User Interviews, Concept Testing, Personas, Contextual Design, Design Sprints, Co-Design Workshops, Heuristic Evaluation, Survey Design, Card Sorting, Journey Mapping, Service Blueprints, Jobs to be Done, Diary Studies, A/B Testing

### DATA & ANALYTICS

Google Analytics, Mixpanel, Google Sheets/Excel, Tweetdeck and Twitter Analytics, Optimizely, Tableau, R

### VIRTUAL FACILITATION TOOLS

Figma, Miro, Mural, Gather Town, SpatialChat

### USER RESEARCH TOOLS

Dscout, Usertesting, NVivo, Airtable, Optimal Workshop, Qualtrics

### DESIGN

Figma, Sketch, Adobe Suite, InVision, Balsamiq, OmniGraffle, Mural, Powerpoint/Keynote

### PROGRAMMING

HTML5 & CSS3, JavaScript/JQuery, Git & Github, Beginner Python, Command Line Shell

### LANGUAGES

Intermediate Russian

## education

### Carnegie Mellon / MHCI in Human-Computer Interaction

SEPT 2016 - AUG 2017, PITTSBURGH, PA

### UC Santa Cruz / BA in Linguistics, Russian focus (honors)

SEPT 2009 - DEC 2012, SANTA CRUZ, CA

## experience

### NYT R&D Lab / UX Generalist

AUG 2021 - PRESENT, NEW YORK, NY

- Led UX research and strategy across teams including AR Effects, NLP, machine translation, media provenance, and interactive live video teams
- Implemented iterative playtesting and journey mapping process for release of "Wireloop" AR game on Instagram – currently the team's most played effect

### Partnership on AI & First Draft / Fellow, UX Consultant

MARCH 2020 - AUG 2021

- Organized, facilitated, and synthesized insights from multi-day workshops on AI issues with stakeholders at organizations such as the BBC, Facebook, and Adobe
- Published user research & design principles on interventions for manipulated media that were shared widely across design teams for top social platforms

### The News Provenance Project @ NYT R&D Lab / UX Lead

JUNE 2019 - FEBRUARY 2020, NEW YORK, NY

- Led research and design for a prototype exploring media verification for digital photojournalism, culminating in a proof of concept for tracking photo provenance and a set of UX best practices for surfacing photo provenance
- UX was basis of C2PA design, an industry-wide provenance standard (in dev.)

### Bloomberg L.P. / UX Designer

JAN 2018 - JUNE 2019, NEW YORK, NY

- Led research and design efforts for a breaking news tool including international research on news workflows

### Floored / UX Researcher (Contract)

OCT 2017 - DEC 2017, NEW YORK, NY

- Conducted and analyzed interviews with startup tenants and landlords using Jobs to Be Done framework. Findings drove roadmap & resourcing within the company

### Pop Up Archive (acquired by Apple) / Content Strategist

FEB 2014 - JULY 2016, OAKLAND, CA

- Created newsletters, blogs, podcasts, and events to educate a community of media orgs about digital archiving and speech-to-text tech.

## **UCSC Linguistics Labs / Research Assistant**

SEP 2010 - AUG 2012, SANTA CRUZ, CA

- Facilitated studies using eye-tracking equipment and analyzed acoustic spectra

## **select projects and publications**

### **Encounters with Visual Misinformation and Labels Across Platforms**

NOV 2020, CHI LATE BREAKING WORKS

Findings from an interview and diary study to inform ecosystem approaches to misinformation interventions, co-authored with Claire Wardle at First Draft and Claire Leibowicz at the Partnership on AI.

### **Manipulated Media Detection Requires More Than Tools: Community Insights on What's Needed**

JULY 2020, PUBLISHED BY THE PARTNERSHIP ON AI

Report summarizing takeaways from a multi-week workshop series with stakeholders in media, civil society, technology, and academia regarding the development of tools for synthetic media detection.

### **It Matters How Platforms Label Manipulated Media. Here Are 12 Principles Designers Should Follow.**

JUNE 2020, PUBLISHED IN AI & THE STARTUP

A literature review and visual guide for labeling manipulated media online, co-authored with colleagues at the Partnership on AI and First Draft.

### **5 Urgent Considerations for the Automated Categorization of Manipulated Media**

JUNE 2020, PUBLISHED IN AI &

A summary of human rights and design challenges for deploying automated claim and image-matching systems for manipulated media. Co-authored with colleagues at the Partnership on AI, First Draft, and WITNESS.

### **How to use AI for your art responsibly (Webinar and zine)**

JULY 2020, GRAY AREA, SAN FRANCISCO, CA

The Partnership on AI and Gray Area teamed up on a webinar on responsible use cases for using machine learning technology for artists, culminating in a field guide zine for artists featured by Artificia, MozFest, and the Diseña Design Journal.

### **P2P Mind Reading: Human-human Autocomplete Networks**

OCT 2019, RADICAL NETWORKS, NEW YORK, NY

Led workshop about critical issues in predictive text and autocomplete software.

### **New Frontiers in Sonification of Financial Data**

AUG 2017, CMU & BLOOMBERG, NEW YORK, NY

Led research for "Stockgrok," an app enabling audio analysis of charts for people with visual impairments. Presented at CSUN Assistive Technology Conference 2018.

### **Neither Her nor HAL: Representation in Speech Tech.**

JAN 2019, PROCESSING FOUNDATION, LOS ANGELES, CA

Led workshop on speech technology for Processing Community Day 2019.

### **Filter Bubble Roulette (Mobile VR experience)**

MAY 2018, MOZILLA & THE MUSEUM OF TECH INNOVATION, SAN JOSE, CA

Created "filter bubbles" featuring volumetric video interviews with New Yorkers. Winner of Mozilla's "Reality Redrawn" Challenge. Exhibited at the Tech Museum.