

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 / Lead UX Researcher

AUG 2021 - PRESENT, NEW YORK, NY

- Led UX research and strategy across projects, 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 - JULY 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.