a^N

ALEX DAVID NORTON

Product · Innovation · Strategy

CONTACT

alexnortn@gmail.com
alexnortn.com

774 766 1179

linkedin.com/in/alexnortn

TL;DR

Product Manager at Google DeepMind. Leads (0–1) research/innovation teams advancing HCI, personalization, adaptivity, and reasoning via novel post-training techniques.

EDUCATION

MASSACHUSETTS COLLEGE OF ART & DESIGN

Bachelor of Fine Arts in Interaction + Graphic Design, 2011–2015 · Departmental Honors

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Cross-registration program via MassArt, 2013–2015 Computational Neuroscience + Architecture

SELECT LECTURES, AWARDS, COMMUNITY SERVICE

2022+ MIT deltaV Entrepreneurial Accelerator
Board member, Advisor

2022+ University of Pennsylvania, Wharton
Lecturer · *Let's Talk Human General Intelligence*

2022 Harvard Graduate School of Design
Lecturer · *Towards Human-centered AI*

2021 South by Southwest (SXSW)
Speaker · *Being, there · beyond systems thinking*

2020 Global Experience Summit
Speaker · *Being, there · beyond systems thinking*

2020 Google for Startups · Black, Women founders
Led · *Human-centered Ethical AI workshops*

2020 Google for Startups · Tokyo
Led · *Human-centered AI product workshops*

2019 Google Design's Best of 2019
Recognized · *People + AI Guidebook*

2019 Google I/O
Launch · *People + AI Guidebook*

2016 White House Frontiers Conference
MSTY VR Experience

2016 Istanbul Design Biennial
Are we Human? Interactive 3D Neurons Museum

2016 Tribeca Film Festival
BrainVR

2014 TED 2014
From Neurons to Space VR Experience

2014 NY Times | Front Page
All Circuits Are Busy

2014 National Science Foundation, Science Magazine
Winner: Best Visualizations of 2013

PROFESSIONAL EXPERIENCE

GOOGLE · DEEPMIND
Product Manager, 2025–Present · New York, NY

Responsible for leading research teams advancing SoTA model capabilities for Project Astra and Gemini Personalization, Adaptivity, and Reasoning.

GOOGLE · DEEPMIND
Product Designer, 2022–2024 · New York, NY

Examining the potential of emerging AI research through a people-centered approach to responsible innovation. Responsible for designing and developing novel Gen-AI applications and scaling learnings across Google PAs.

GOOGLE · PEOPLE + AI RESEARCH
People + AI Guidebook Fellow, 2020–2022 · Cambridge, MA

Principal contributor to Google's People + AI Guidebook. Led dozens of workshops for internal teams and external startups advocating for product development rooted in the intersection of business, design, and ethical AI.

GOOGLE · TRAVEL
Product Designer, 2017–2022 · Cambridge, MA

Responsible for leading design and product strategy for AI-powered trip planning tools. Spearheaded the unification of Google Travel product suite.

EYEWIRE, A GAME TO MAP THE BRAIN | MIT + PRINCETON
Lead Interaction & Front-End Designer, 2015–2017 · Boston, MA

Led UX for Eyewire game, developed VR experiences and implemented interactive web-based data visualization. Contributed to scientific publications.

Published in Cell. 2018, May 17 doi: 10.1016/j.cell.2018.04.040
Digital Museum of Retinal Ganglion Cells with Dense Anatomy and Physiology

SEUNG LAB | MIT, MCGOVERN INSTITUTE, MIT MEDIA LAB
Intern, 2013–2014 · Cambridge, MA

Undergraduate researcher & designer in computational neuroscience lab investiating volumetric neuron reconstruction for connectomics using deep learning models and citizen science. Contributed to Nature publication.

INTERESTS

Artificial Intelligence
Behavioral Psychology
Cognitivie Science
Computational Design
Design philosophy
Neuroscience
Photography
Sailing, Runs, Cycling

SOFTWARE

Adobe Creative Suite
Autodesk 3ds Max
Figma
Generative AI tooling
RunwayML
Sublime/Vim
Visual Studio Code
Unity3D

DEVELOPMENT

Javascript, Typescript, React, HTML/CSS, C#, C++, C , Python, D3, Webgl, GLSL, Git, Bash/Shell, Processing, p5js, Openframeworks Tensorflow