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ALEX NORTON

Product · Innovation · Strategy

CONTACT

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TL;DR

Product designer at Google building assistive and accessible tools for travel planning and a principal contributor to Google's People + AI Guidebook.

EDUCATION

MASSACHUSETTS COLLEGE OF ART & DESIGN

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

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

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

SELECT AWARDS & EXHIBITION

2021 SXSW · scheduled*
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? Neurons + Museum

2016 Tribeca Film Festival
BrainVR

2015 Time Square Arts
Brain Images Take Over

2014 TED 2014
From Neurons to Space VR Experience

2014 NY Times | Front Page
All Circuits Are Busy

2014 Koch Image Awards
Winner: Ganglion Style

2014 National Science Foundation
Winner: Best Visualizations of 2013

2014   Science Magazine
Winner: Best Visualization of 2013

PROFESSIONAL EXPERIENCE

GOOGLE · TRAVEL

Product Designer, 2017–Present · Cambridge, MA

Responsible for leading design and product strategy for AI-powered tools that help people organize and plan their trips. Notably, spearheaded the unification of Google Travel under a common site architecture, design system, and brand identity.

GOOGLE · PEOPLE + AI RESEARCH

People + AI Guidebook Fellow, 2020–Present · Cambridge, MA

Recognized for leadership as a principal contributor to Google's People + AI Guidebook. Mentored internal teams and external startups via workshops and speaking events to advocate for value driven product development rooted in the intersection of business, design, and ethical AI.

TEDxBEACON STREET | IDEAS IN ACTION

Design director, 2017–2018 · Boston, MA

Volunteered to lead a team of designers for the nonprofit Ideas in Action. Established a fresh brand identity and social media strategy. Art directed the production of a real-time generative social media installation.

EYEWIRE, A GAME TO MAP THE BRAIN | MIT + PRINCETON

Lead Interaction & Front-End Designer, 2015–2017 · Boston, MA

Created identity systems, UX guidelines, VR experiences and implemented interactive web-based data visualization.

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, Student 2013–2014 · Cambridge, MA

Worked alongside a lab of computational neuroscientists and technologists. Prepared figures and animations for scientific publications and crafted VR experiences for TED and MIT sponsored conferences.

INTERESTS

Artificial intelligence
Book binding
Computational design
Design philosophy
Machine learning
Neuroscience
Photography
Sailing

SOFTWARE

Adobe Creative Suite
Autodesk 3ds Max
Figma
RunwayML
Sketch
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