Jeffrey Basoah

571.331.4139 | jeffkb28@vt.edu | https://jeffreybasoah.github.io/

EDUCATION

University of Washington · Exp June 2027
Ph.D. Human-Centered Design and Engineering
Concentration: Human-Computer Interaction, AI/ML Fairness
Seattle, WA

University of Washington · Exp December 2025
M.S. Human-Centered Design and Engineering
Seattle, WA

University of Virginia · 2022
M.S. Industrial Systems Engineering
Charlottesville, VA

Virginia Tech · 2018
B.S. Mechanical Engineering
Minor: Green Engineering
Blacksburg, VA

PEER REVIEWED PUBLICATIONS

4. **Basoah, J.**, Cunningham, J. L., Adams, E., Bose, A., Jain, A., Yadav, K., Yang, Z., Reinecke, K., & Rosner, D. (2025). Should AI mimic people? Understanding AI-supported writing technology among Black users. Proceedings of the ACM on Human-Computer Interaction, 9(7), Article CSCW242. https://doi.org/10.1145/3757423

3. Cunningham, J. L., Adjagbodjou, A., **Basoah, J.**, Jawara, J., Kadoma, K., & Lewis, A. (2025). Toward Responsible ASR for African American English Speakers: A Scoping Review of Bias and Equity in Speech Technology. Proceedings of the AAAI/ACM Conference on AI, Ethics, and Society, 8(1), 665-678. https://doi.org/10.1609/aies.v8i1.36580

2. **Basoah, J.**, Chechelnitsky, D., Long, T., Reinecke, K., Zerva, C., Zhou, K., Díaz, M., & Sap, M. (2025). Not like us, hunty: Measuring perceptions and behavioral effects of minoritized anthropomorphic cues in LLMs. In Proceedings of the 2025 ACM Conference on Fairness, Accountability, and Transparency (FAccT '25) (pp. 710–745). Association for Computing Machinery. https://doi.org/10.1145/3715275.3732045

1. **Basoah, J.**, Scherer, W., Boyd-Sinkler, K., & Bailey, R. (2023, June 19). *The SPORT-C Intervention: An Integration of Sports, Case-Based Pedagogy, and Systems Thinking Learning.* 18th International Conference on Frontiers in Education: Computer Science & Computer Engineering (FECS'22). https://doi.org/10.48550/arXiv.2307.11755 [Accepted, awaiting publication]

RESEARCH SKILLS

Interviews
Survey Design
Usability Testing
Affinity Mapping
Focus Groups
Heuristic Evaluation
Experimental Design
Stakeholder Walkthrough
User Persona
Journey Map

SOFTWARE SKILLS

Minitab
Tableau
Power BI
Qualtrics
Airtable
Advanced Microsoft Excel

PROGRAMMING LANGUAGES

R/RStudio

SELECTED RESEARCH EXPERIENCE

Tactile and Tactical Design Lab x Wildlab | University of Washington| Graduate Research Assistant

Not Like Us, Hunty: Measuring Perceptions and Behavioral Effects of Minoritized Anthropomorphic Cues in LLMs | Role: Lead Researcher| May 2024 – January 2025

As large language models (LLMs) increasingly adapt and personalize to diverse sets of users, there is an increased risk of systems appropriating sociolects, i.e., language styles or dialects that are associated with specific minoritized lived experiences (e.g., African American English, Queer slang). In this work, we examine whether sociolect usage by an LLM agent affects user reliance on its outputs and user perception (satisfaction, frustration, trust, and social presence). We designed and conducted user studies where 498 African American English (AAE) speakers and 487 Queer slang speakers performed a set of question-answering tasks with LLM-based suggestions in either standard American English (SAE) or their self-identified sociolect.

- Results suggest that both AAE and Queer slang speakers relied more on the SAE agent, and had more positive perceptions of the SAE agent. Yet, only Queer slang speakers felt more social presence from the Queer slang agent over the SAE one, whereas only AAE speakers preferred and trusted the SAE agent over the AAE one.
- These findings emphasize the need to test for behavioral outcomes rather than simply assuming that personalization would leave to better and safer reliance outcome.

Should AI Mimic People? Understanding AI-Supported Writing Technology Among Black Users | Role: Lead Researcher| January 2023 – October 2023

Although much research has examined bias in large language models, studies on how Black American users experience everyday interactions with NLP tools are still emerging. This study explores the expectations, apprehensions, and perceptions of Black American users regarding AI-supported writing technology. We conducted semi-structured virtual interviews with 13 participants, followed by a remote-moderated user study of word processing software (Google Docs) and large language models (ChatGPT).

- Our findings document Black American users' experiences with AI-supported writing technologies, complementing existing literature on large language model's limitations in language technology.
- Unlike prior studies, our work revealed a novel concern: the potential for the gradual erasure of Black American culture as future generations increasingly depend on AI for information—a critical perspective that has not been thoroughly examined in existing HCI research.

SELECTED INDUSTRY EXPERIENCE

Microsoft

Intern, Design Researcher | *Redmond, WA: June 2025 – September 2025*

- Led foundational research shaping mid- to long-term AI UX strategy for Microsoft's Agent 365 initiative, focusing on risks and design opportunities around personified, agentic AI and AI-powered digital workers.
- Conducted an extensive literature and discourse review spanning over 30 academic research papers and public debate on agentic AI; synthesized insights into a taxonomy of 14 organizational, group, and individual-level risks.
- Mapped each risk to existing and emergent design mitigation tactics, producing a scalable risk-to-mitigation framework that informed BIC's Responsible AI design strategy.
- Conducted 15+ cross-functional interviews with engineers, product managers, and designers to understand perceptions and apprehensions toward agentic AI, uncovering needs for clearer design guardrails and risk literacy.
- Identified and prioritized the top three critical risks for immediate mitigation, collaborating with the cross-functional Agent 365 team to prototype design principle cards used to guide AI UX teams across BIC.
- Developed strategic recommendations and foresight and presented those findings to BIC's Corporate Vice President, research leadership, global design organization, and the company-wide Aether v-team, influencing the responsible deployment of agentic AI across Microsoft 365 and Dynamics ecosystems.
- Findings were surfaced by Microsoft's Office of Responsible AI and integrated into early company-wide policy and governance frameworks guiding AI agent design.

IBM Corporation

Senior Intern, User Experience Researcher | *Remote: January 2024 – August 2024*

- Initiated and implemented a company-wide program to identify challenges across multiple clients, with a focus on improving user experience and engagement.
- Conducted qualitative research through usability testing to guide design strategies for proprietary product development.
- Improved product's UMUX score by 14% amount within a period of 6 months by identifying key areas for improvement and developing a strategic plan encompassing usability testing and design critiques with users to enhance user experience.
- Informed product team direction by conducting an in-depth qualitative study to identify and uncover new user segments for growth which influenced the design and development priorities of design iterations of user interfaces and product features.
- Through my qualitative research I was able to identify a new user group that the development team had not considered as primary users for the product. This led to the creation of a new user segments that influenced the direction we took with product enhancement.

Senior Intern, User Experience Researcher | *New York, NY: June 2023 – September 2023*

- Analyzed over 20 customer feedback on a bi-weekly frequency to identify key highlights and challenges faced by customers during product beta testing program; analysis was used to influence product development and align with product strategy for the upcoming release.
- Compiled and synthesized over 100 user comments to inform the development of 5 generative research workshop sessions with user base; workshops served as the foundational discussions that shed light on user grievances with most recent product release.
- Oversaw conduction of over 15 internal interviews to assess impact of 2 distinct visual frameworks on client adoption of the product platform, deriving 7 evidence-based insights and recommendations; findings served as foundation for exploratory research with customers that would garner greater adoption of product.

Intern, User Experience Researcher | *Remote: May 2022 – December 2022*

- Conducted 2 heuristic evaluations of z/OS Management Services Catalog product by evaluating primary end-to-end user flows of 2 personas with latest code; Identified 20 improvement points within user flows.
- Collaborated with User Experience Designer to architect and design team's 2 Airtable databases and sponsor user feedback forms; improvements allow for easy capture of user experience feedback and seamless integration with current client feedback process.
- Administered 6 usability tests on sponsor users with new product designs while working alongside the User Experience Designer to form a research plan; utilized an affinity map to synthesize results and then communicated to three-in-a-box team.
- Developed an on-platform CSAT survey to over 200 participants to measure customer satisfaction and usability of IBM's Management Services Catalog platform.