

CASE STUDY 2

Digital Reasoning



Building a design team and system
to make machine learning
human-friendly.



CONTEXT

Design in the machine.

Digital Reasoning is a leading AI/ML startup based in Nashville, TN. Recognized by Forbes and Fast Company, the company's technology is used by the US government and Fortune 500 enterprises to gain insights from large quantities of unstructured data.

As Digital Reasoning's technology has matured, the company started building apps on its platform, but found that customers struggled with adopting them. With a high product learning curve and a paucity of local design talent, finding the right person to build a design team in Nashville proved a challenge.

Digital Reasoning's CPO, who had previously worked with me at OpenText, reached out to ask me to help his team. I joined Digital Reasoning as its first Director of UX in October 2015, working remotely from Ottawa with frequent travel to the company's offices and client sites in Nashville and New York City.

