

## 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. The company needed a **hands-on UX leader with experience designing complex B2B products**, but this skillset proved difficult to find in the local market.

As a result, Digital Reasoning's CPO, who had previously worked with me at OpenText, reached out to me for help. **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.

