

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.

