EMILY WITT
Seattle, WA   emilyewitt@gmail.com   emilyewittux.com

WORK EXPERIENCE

Salesforce.com (Full-time)

Director, Research and Product Strategy, Ethical and Inclusive Products, *August 2022 - Present*

• Lead product research on behalf of the Office of Ethical & Humane Use on a range of product areas including AI analytics tooling, Conversational AI,vResponsible Marketing, Human-Centric Customer Service, Emerging Technology, and more

• Lead internal pilots of new processes for building ethics into our product lifecycle

• Supervise three junior mixed methods researchers

• Create toolkit for researchers to explore ethical risks and opportunities in their own studies (See Medium post on this topic)

• Member, Ethical and Humane Use of Technology Advisory Council

Lead Researcher, Ethics-by-Design, *January 2019 - August 2022*

Sr. User Researcher, Platform UX, *July 2018 – January 2019*

User Researcher, Platform UX, *July 2017 – July 2018*

User Research Intern, Platform UX, *May 2016 – Aug 2016*

Room to Read (Full-time)

Associate Manager, Global Program Operations, *July 2011 – Aug 2015*

- Designed and implemented technology solutions for field staff and fundraisers
- Conducted ethnographic user research across 11 countries
- Directly managed the Database Analyst based in New Delhi
- Managed a global and growing Salesforce.com implementation: served as system administrator, solution architect, project manager, and design researcher

NGP VAN, Inc. (Full-time)

Sr. Client Services Specialist, *Dec 2009 – July 2011*

- Supported users of NGP's fundraising database software and online campaign tools
- Assisted clients with data analysis and transformation requests using MS SQL
- In the absence of a UX team, represented the voice of the user in product strategy decisions

Internships

Intern, Obama for America, Chicago IL, June 2008 – Aug 2008

Civic Participation Fellow, The Bus Project, Portland OR, June 2007 – Aug 2007

Intern, Duckworth for Congress, Lombard IL, June 2006 – Aug 2006

SKILLS AND METHODS

- Python, MS SQL, Adobe Creative Suite, Information Visualization (D3, Tableau), HTML
- Human-Centered Design Methods: contextual inquiry, ethnography, interviewing, persona development, affinity diagramming, survey design and analysis, usability testing, literature review, participatory design

SELECTED PROJECTS

Increasing Transparency into Surveillance Technologies, 2017

Resources for cities and citizens for participatory technology procurement processes, developed in partnership with Oakland Privacy Advisory Council

Moderation Machine, funded by The Center for Long-Term Cybersecurity, 2017

Quantitative study of user attitudes towards toward AI/ML methods and mechanisms for flagging and remediating abusive behavior online, Presented at All Things In Moderation Conference, UCLA, 2017

Natural Language Processing Tool to Support Public Notice and Comment, 2016

Developed an algorithmic system and web interface to aid human analysts at regulations.gov in the process of summarizing and clustering comments by areas of concern submitted by citizens.

Responsible Creation of AI - Trailhead Module, 2019
Educational module with best practices for organizations to implement robust processes for building and implementing AI ethically and non-harmfully.

EDUCATION

UC Berkeley School of Information: Master of Information Management & Systems, May 2017

- Coursework: Social Issues in Information, Human-Computer Interaction, Technology Law & Policy, Natural Language Processing, Info Visualization, Information and Communications Technology for Development, Qualitative and Quantitative Research Methods
- Co-President, Information Management Student Association, Facilitated the first Social Impact Un-pitch day for students interested in Public Interest Technology work to connect with local govt, civil society groups, and non-profits
- Research Fellow, Center for Technology, Society & Policy Research Fellow and Center for Long-term Cybersecurity
- Graduate Student Instructor, UC Berkeley Coleman Fung Institute for Engineering Leadership (Aug 2016 – May 2017)

Trinity College, Hartford CT: Bachelor of Arts, with Honors in American Studies, May 2009