

Andrew West

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Recent Experience

- 2024 – present **User Researcher (contract), Google DeepMind, AI Safety and Alignment**
Conduct user research and in-depth analysis to develop and improve AI safeguards.
- Contributed to research initiative analyzing user queries versus intent to enhance Gemini’s understanding of context, improving the accuracy and relevance of AI responses.
 - Designed and led study into the clarity of responses on high-risk topics, comparing user interpretation with relevant training data.
- 2023 – present **Senior UX Designer (contract), Outlier**
Continuously evaluate and optimize the user experience for AI model training processes, improving usability, efficiency, and accuracy.
- Developed a more intuitive onboarding process for AI evaluators, incorporating user feedback to reduce ramp-up time for new evaluators.
 - Optimized evaluator dashboard based on analytics and feedback, improving task efficiency by prioritizing red routes and streamlining key user flows.
- 2022 – 2023 **UX Lead (contract), Stryker**
Leading a 4-6 person team, oversaw end-to-end UX process, from user research, through iterative design and prototyping, to final usability testing for critical medical and surgical software.
- Oversaw design of updates to OptaBlate, a surgical tool used in the treatment of spinal tumors, including a robust usability testing protocol critical for ensuring precision in a procedure with a low margin for error.
 - Developed a strategic roadmap for and led the redesign of Stryker’s virtual training platform, utilized both internally and by healthcare providers and other external partners.
- 2022 **UX Lead (contract), ClinEco**
Led user research and testing, information architecture, and wireframing for the redesign of a clinical research ecosystem.
- Conducted UX audit, moderated usability testing, and eye tracking study, synthesized findings, and presented to stakeholders, successfully pitching a redesign.
 - Established a sustainable user research and testing process for the internal team going forward.

Work Experience

- 2008 – 2022 **Product Designer and Usability Consultant, *Self-Employed***
As a solo freelancer, responsibilities included client acquisition, user/market research and testing, UX/UI design, and product strategy.
- 2019 – 2022 **Partner and Principal Designer, *Anagama***
Managed a 3-person team along with a roster of freelancers, led user/market research and UX/UI design, and acted as primary client contact for a small digital agency.
- 2016 – 2019 **Lead Instructor, *Designlab***
Helped develop and led intermediate and advanced online courses focused on user research and product design.
- 2014 – 2016 **Designer, *Nordic Strategy Lab***
Worked in UX/UI design, user research, and usability testing for a strategy and design firm with clients primarily in higher education and government.
- 2014 **Information Architect (contract), *Harmony Program, Combating Terrorism Center***
Developed information architecture and taxonomy for the Combating Terrorism Center's research database of declassified al-Qa'ida-related documents.

Organizations

Interaction Design Association

Open Bioinformatics Foundation

Education

Purdue University, *Bioinformatics*

Indiana University, *Fine Art, Graphic Design Concentration*

Skills

- Design Management
- Graphic Design
- Information Architecture
- Product Design
- Product Strategy
- Usability Testing
- User Experience (UX) Design
- User Interface (UI) Design
- User and Market Research

Professional Development

Anthropometry, Biomechanics, and Motor Skills in User Design, *Arizona State University*

Human Factors in AI, *Duke University*

Human Cognitive Capacities & Limitations, *Arizona State University*

Usability Engineering, *Arizona State University*