Amanda Baughan

Responsible AI and UX Researcher
Full CV available upon request

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WORK EXPERIENCE

UX RESEARCHER   Google, via TechPro | Seattle, WA | Nov 2024 - current
Led mixed-methods research to enhance UX across Maps Experience workstreams, driving data-informed design decisions.
- Conducted mixed-methods research to inform design decisions across key Google Maps Experience workstreams, improving navigation, search, and place discovery
- Led usability testing, surveys, and in-depth interviews to identify user pain points and optimize product features
- Analyzed quantitative and qualitative data to generate actionable insights, influencing product strategy and design roadmaps
- Collaborated with design, product, and engineering teams to ensure user-centered improvements to Google Maps

HCI RESEARCHER   University of Washington | Seattle, WA | Sept 2018 - Jun 2024
Led a series of human-computer interaction research projects to understand how UI design impacts users' relationships and mental health, and how cross-cultural differences in UI design impact users' information retrieval and retention.
- Reduced users' dissociation while scrolling by 14% by redesigning and evaluating a mobile platform intended to increase users' sense of control on Twitter; utilized R for logs and survey analysis
- Designed and implemented an LLM-powered intervention to promote nonviolent communication, leveraging natural language processing (NLP) to enhance conflict resolution and empathetic dialogue; improved users' perceptions of each other during conflict
- Designed two novel design interactions to facilitate connection online using human-centered design methods (interviews, storyboards, and a survey), and implemented them using React; improved perceived partner responsiveness and emotional regulation during difficult conversation online
- Demonstrated how users generally find information the fastest on visually simple websites, but those who prefer visual simplicity are especially slowed (by 43%) by highly complex websites, via online experiment and R analysis
- Consistently led teams of 2-5 researchers, designers, and developers to execute high-quality design research and meet deadlines; resulting in 7 first-author publications published in top conferences and journals (ACM CHI, PACM HCI, ACM IDC; 23-26% acceptance rate), with an additional 2 under review

RESEARCH INTERN   Google | Seattle, WA | Sept 2021 - May 2022
Research intern on the Responsible AI team
- Evaluated how LLM-powered voice assistant failures impact user trust; crowdsourced a dataset of 199 failures, conducted 12 interviews, and executed a survey with 268 respondents
- Demonstrated how missed trigger failures impact user trust 22% more severely than disambiguation failures; received a CHI '23 Honorable Mention award

UX RESEARCHER   Allen Institute for AI (AI2) | Seattle, WA | Nov 2019 - Jun 2020
Sole UX Researcher for Semantic Scholar search engine; advocated for user-centered changes informed by research in collaboration with design, product, engineering and research teams
- Increased click-through rates by 17% and user satisfaction by 29% on email campaigns by informing redesign through diary study and interviews
- Informed user-centered changes to various features onsite, resulting in a 7-25% increase in click-through rates
- Facilitated adoption of industry best practices for ML-driven content and recommendations

OPERATIONS COORDINATOR   Google | Mountain View, CA | Jun 2016 - Apr 2018
Technical consultant and point of contact for collaboration with engineering team. Projects spanned deprecating manual work via automation to evaluation of new systems

- Conducted human-centered research to reduce FTE hours when using internal tool by 40%; Developed prototype and executed a longitudinal field test; Used evidence of increased efficacy to influence a UI change to an internal tool
- Automated metrics reporting by creating dashboards for daily standups. Partnered with Business Intelligence team to create data pipeline and used SQL to develop dashboard

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EDUCATION

PhD, Computer Science & Engineering   University of Washington | Seattle, WA | 2020-2024

MS, Computer Science & Engineering   University of Washington | Seattle, WA | 2018-2020

BA, Computer Science, Economics   University of Miami | Miami, FL | 2012-2016

SELECTED MEDIA COVERAGE

Why Social Media Makes People Unhappy—And Simple Ways to Fix It   Scientific American | June 20, 2022

How to Keep From Getting Lost in Mindless Social-Media Scrolling   Wall Street Journal | August 12, 2022

Arguments online are a toxic mess. Here's how we fix them   KUOW (NPR) | May 24, 2021

AWARDS AND FELLOWSHIPS

Lesbians Who Tech Conference Scholarship	2024
Selected as Rising Star in Electrical Engineering and Computer Science	2023
Best Paper Honorable Mention, ACM CHI Conference	2021, 2023
Grace Hopper Celebration of Women in Computing Scholarship	2019
Wilma Bradley Endowed Fellowship, University of Washington (full tuition & stipend)	2018-2019
Foote Fellow, University of Miami (honorary status similar to honors student)	2012-2016
Isaac Bashevis Singer Scholarship, University of Miami (full tuition)	2012-2016

SKILLS

R	A/B testing	Interviews
Python	Experimental design	Usability testing
SQL	Survey design	Diary studies
React/React Native	Logs analysis	Context mapping
Javascript	ESM	Card sorting
Full-stack development	Inferential and descriptive statistics	Design research