



## ALEX NORTON

Product · Innovation · Strategy

### EDUCATION

#### MASSACHUSETTS COLLEGE OF ART & DESIGN

Bachelor of Fine Arts in Graphic Design, 2011–2015  
Departmental Honors

#### MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Cross-registration program via MassArt, 2013–2015  
Computational Neuroscience + Architecture

### SELECT AWARDS & EXHIBITION

- 2021 SXSW  
Speaker · *Being, there · beyond systems thinking*
- 2020 Global Experience Summit  
Speaker · *Being, there · beyond systems thinking*
- 2020 Google for Startups · Black, Women founders  
Led · *Human-centered Ethical AI workshops*
- 2020 Google for Startups · Tokyo  
Led · *Human-centered AI product workshops*
- 2019 Google Design's Best of 2019  
Recognized · *People + AI Guidebook*
- 2019 Google I/O  
Launch · *People + AI Guidebook*
- 2016 White House Frontiers Conference  
*MSTY VR Experience*
- 2016 Istanbul Design Biennial  
*Are we Human? Neurons + Museum*
- 2016 Tribeca Film Festival  
*BrainVR*
- 2015 Time Square Arts  
*Brain Images Take Over*
- 2014 TED 2014  
*From Neurons to Space VR Experience*
- 2014 NY Times | Front Page  
*All Circuits Are Busy*
- 2014 Koch Image Awards  
Winner: *Ganglion Style*
- 2014 National Science Foundation  
Winner: *Best Visualizations of 2013*
- 2014 Science Magazine  
Winner: *Best Visualization of 2013*

### CONTACT

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### TL;DR

Product designer at Google building assistive and accessible tools for travel planning and a principal contributor to Google's People + AI Guidebook.

### PROFESSIONAL EXPERIENCE

#### GOOGLE · TRAVEL

Product Designer, 2017–Present · Cambridge, MA

Responsible for leading design and product strategy for AI-powered tools that help people organize and plan their trips. Notably, spearheaded the unification of Google Travel under a common site architecture, design system, and brand identity.

#### GOOGLE · PEOPLE + AI RESEARCH

People + AI Guidebook Fellow, 2020–Present · Cambridge, MA

Recognized for leadership as a principal contributor to Google's People + AI Guidebook. Mentored internal teams and external startups via workshops and speaking events to advocate for value driven product development rooted in the intersection of business, design, and ethical AI.

#### TEDxBEACON STREET | IDEAS IN ACTION

Design director, 2017–2018 · Boston, MA

Volunteered to lead a team of designers for the nonprofit Ideas in Action. Established a fresh brand identity and social media strategy. Art directed the production of a real-time generative social media installation.

#### EYEWIRE, A GAME TO MAP THE BRAIN | MIT + PRINCETON

Lead Interaction & Front-End Designer, 2015–2017 · Boston, MA

Created identity systems, UX guidelines, VR experiences and implemented interactive web-based data visualization.

Published in Cell. 2018, May 17 doi: 10.1016/j.cell.2018.04.040

*Digital Museum of Retinal Ganglion Cells with Dense Anatomy and Physiology*

#### SEUNG LAB | MIT, MCGOVERN INSTITUTE, MIT MEDIA LAB

Intern, Student 2013–2014 · Cambridge, MA

Worked alongside a lab of computational neuroscientists and technologists. Prepared figures and animations for scientific publications and crafted VR experiences for TED and MIT sponsored conferences.

### INTERESTS

Artificial intelligence  
Book binding  
Computational design  
Design philosophy  
Machine learning  
Neuroscience  
Photography  
Sailing

### SOFTWARE

Adobe Creative Suite  
Autodesk 3ds Max  
Figma  
RunwayML  
Sketch  
Sublime/Vim  
Visual Studio Code  
Unity3D

### DEVELOPMENT

Javascript, Typescript,  
React, HTML/CSS,  
C#, C++, C, Python,  
D3, WebGL, GLSL,  
Git, Bash/Shell,  
Processing, p5js,  
Openframeworks  
Tensorflow