MIND, TECHNOLOGY, AND SOCIETY

Seminar Series

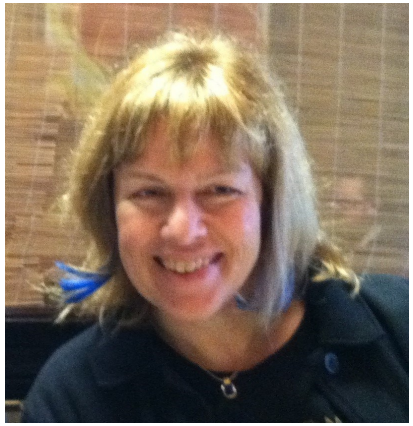
UC MERCED, SPRING 2017

Monday, April 17, 2017 — KL 232 — 3:00PM-4:30PM

Ann Thyme-Gobbel, Ph.D.

Sound United

Voice UI/UX Lead



"A UX Journey through Applied Cognitive Science in Industry"

When she started graduate school at UC San Diego, Dr. Thyme-Gobbel wasn't planning on pursuing a non-academic career. It just happened that way. While working on her PhD in Cognitive Science and Linguistics, she became interested in the applied aspects of those fields, especially how we form mental models based on speech perception. During graduate school, she started working part-time for a speech-focused R&D company, and she continued full-time after finishing her PhD. In this talk, Dr. Thyme-Gobbel will discuss her experiences applying Cognitive Science and Linguistics to her work in UX and UI design of speech and natural language systems, surveying the types of user studies she has been able to carry out and what she's learned from them. She will also explore organizational differences based on company size, as well as functional focus (R&D vs. product development vs. professional services). She will also present in-depth results from studies aimed at improving a multimodal healthcare app. There will be a subsequent open discussion on how we can contribute and encourage industry to incorporate principles of cognition in today's rapidly developing areas of AI and conversational systems.

Dr. Thyme-Gobbel holds a PhD in Cognitive Science and Linguistics from UC San Diego and has 20+ years of experience in the speech and natural language industry. Currently the Voice UI/UX Design Lead at Sound United (Denon), she has had UI/UX roles in product development, R&D, and customer-facing service engagements at several companies including Nuance and Lab126 (Amazon). As Head of Design and UX at 22otters, a recently acquired startup, she focused on incorporating speech recognition and natural language understanding to create multi-modal conversational interfaces for acute and chronic care patients. Other past work includes research in automatic language identification, prosody, discourse structure, in-car messaging, and TTS development.

Please contact David Noelle (dnoelle@ucmerced.edu) for more information.