

Nozi Nindie

Senior UX Researcher | Human-AI Interaction & Strategy

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Portfolio: [nozindie.com](https://www.nozindie.com) (project access: nindie25!)

Summary

As a research led cross-disciplinary designer, I drive projects from vision to execution by turning qualitative signals into design and product decisions. I've worked across enterprise, government, and emerging AI experiences to design systems, experiences and products that balance human needs with organizational goals. As a result, I'm comfortable navigating complex ecosystems and finding direction in ambiguity. My recent work focuses on defining AI model behaviors and conversational personalities through quantitative and qualitative experimentation and rapid insight loops, bridging the gap between human feedback, design thinking, and model behavior alignment. I'm design-led, and experiment-driven and I work well and tightly with decision makers and cross-functional teams to deliver responsible, human-aware and impactful solutions. Through it all, I'm of the mindset that we don't need to have it all figured out to start; we just need to find the right problems to solve and approach them with speed, intention, and some focused experimentation.

Experience

Human Data Annotation | xAI | Seattle, WA, USA

April 2025 - Present

- Co-authored QA workflows, annotation guidelines, and labeling frameworks used in model training to enhance data quality, signal reliability, and consistency across tutor feedback loops for deep-search, criteria-based verification, and behavioral projects.
- Led insight-driven experiments (as IC) that directly shaped Grok 4's conversational personalities, improving tone consistency and engagement quality across model archetypes.
- Built lightweight research workflows to capture daily trainer inputs on Companion behavior and personality projects, to support engineers during evals and accelerate iteration cycles.

Senior Service and Experience Designer, Accenture Song | Dubai, UAE

December 2022 - June 2023

- Co-led an award-winning national Data Strategy for the Abu Dhabi Government, developing frameworks for data management, utilization, and governance, as well as product and channel strategies. Delivered an end-to-end design playbook that became the reference model for responsible, interoperable, and scalable data product delivery. The work resulted in a multi-phase partnership with the government to build and implement UAE's digital data platforms.
- Redesigned the Central Bank's supervisory processes to address data-sharing and workflow inefficiencies. The work directly led to a long-term partnership for phased development and implementation of new supervisory systems.

Service and Experience Design Specialist, Accenture Song | Dubai, UAE

December 2019 - December 2022

- Led the research and service design for ADNOC's Fill & Go fueling experience, the GCC's first AI-powered refueling service. Conducted extensive field research and customer surveys at fueling stations to uncover user pain points and operational constraints in physical service flows. Defined customer journeys, service blueprints, and validation frameworks that shaped a seamless digital-physical experience from pilot to launch.
- Designed and delivered an MVP mobile app to digitize a medical residency program from onboarding through assessments. Improved progress tracking, wellbeing, and evaluation transparency by mapping end-to-end user journeys and UX flows for residents and supervisors.

Service and Experience Design Consultant, Accenture Song | Dubai, UAE

July 2019 - December 2019

- Expanded a UAE bank's expat customer base by leading a 0→1 research-driven service design initiative from discovery through full UX delivery. Identified untapped customer segments and unmet needs through qualitative research and blueprinting, defining a new value proposition that reframed the bank's focus from transactional to relationship-based banking. Designed and delivered the complete user experience for a fully developed MVP that established a new growth channel within the expat segment.

- **Unified platform:** Designed a corporate banking platform for clients and staff, creating the information architecture, reusable frameworks, and UX patterns that accelerated delivery across the ecosystem.
- **Debt pricing tool:** Redesigned the pricing workflow, replacing a complex Excel model with a web-based tool integrated with Salesforce and deal origination platforms creating a single source of truth that improved speed, transparency, and collaboration for employees and clients.
- **Accessibility:** Spearheaded workshops with local disability partners, which informed the creation of in-house guidelines and design-system updates that established more inclusive product standards.

Areas of Expertise

- **Research & Insight Methods:** In-depth interviews, contextual inquiry, field studies and ride-alongs, diary and lightweight surveys, co-creation sessions, concept and usability testing, and ethnographic approaches.
- **Synthesis & Systems Thinking:** Thematic coding, service and journey mapping, behavior matrices, insight narratives, opportunity framing, prioritization, and qualitative-to-quant modeling.
- **AI/Research:** Qualitative frameworks for model behavior, QA and annotation workflow design, transforming qualitative insights into plottable signals and structured data models, model behavior frameworks, ethical AI principles, prompt and persona design, and rapid experimentation for accelerated learning and validation.
- **Planning & Operations:** Study design, sampling and recruitment, screener design, stakeholder alignment, research roadmaps, and operating autonomously in high-ambiguity environments.
- **Experience & Service Design:** 0→1 product and service design from discovery to launch, UX strategy, information architecture, wireframing, prototyping, MVP definition, service blueprinting, and inclusive design system development.
- **Communication & Facilitation:** Executive storytelling, workshop facilitation, decision modeling, and alignment across cross-functional and leadership teams.
- **Tools & Visualization:** Dovetail, Notion, Miro/FigJam, Google Sheets, Airtable, Figma, Flourish/Tableau (for insight visualization), and AI/ML and LLM tools.

Education and Certifications

Continuing Studies | Expected 2026

AI Strategy and Product Innovation Professional Certification; *Focus on Data Strategy and Tech Ethics*

Human Factors International | 2018

Certified CUA

University of Pretoria, South Africa | January 2011-December 2014

BA Information Design (Honors)