Dr. Sarah Andrew



Product Manager • UX Designer & Researcher • AI & Accessibility

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PROFILE

Product-minded UX designer and researcher with a PhD in Computing & Information Sciences (NY, USA) and 5+ years designing AI-powered digital products end to end. Blends rigorous, evidence-based research with a designer's craft and a builder's bias for shipping, turning ambiguous problems into scalable, human-centered solutions. Has delivered enterprise-grade generative-AI experiences for global luxury brands including Tiffany & Co., Louis Vuitton, and L'Oréal, with deep expertise in user-centered design, agile product execution, and accessibility (WCAG).

A natural collaborator and team player who leads with empathy, energy, and humour. The teammate who keeps morale high and momentum going through tight deadlines, and who celebrates the wins with everyone. Passionate about inclusive design, mentoring emerging talent, and giving back through community service. Relentlessly curious and hard-working, happiest when learning something new and building work that makes a real difference for real people.

CORE SKILLS

Product: Product Strategy, Road mapping, Feature Prioritization, Agile & Scrum, User Stories, Backlog Grooming, KPIs & Metrics, Stakeholder Management, Requirements Gathering, Go-to-Market

UX & Design: User-Centered Design, Wireframing, Prototyping, Interaction Design, Design Systems, User Flows, Journey Mapping, Usability Testing, Figma, Sketch, Adobe XD, Miro

Research: User Research, Customer Discovery, Mixed Methods, Survey Design, Semi-Structured Interviews, Statistical Analysis, Qualitative Coding, Qualtrics

AI & Tech: Generative AI, AI UX, Human-AI Interaction, Prompt Design, Accessibility & WCAG, Mobile UX, Jira, Notion, GitHub

Leadership: Cross-Functional Team Leadership, Mentoring, Public Speaking, Stakeholder Communication

EXPERIENCE

AI UX Designer & Researcher
Jun 2024 – Present

ChatLabs | Remote

- Led end-to-end UX and product strategy for generative-AI campaign platforms serving Tiffany & Co., Louis Vuitton, and L'Oréal across mobile and web.
- Defined product requirements, prioritized feature backlogs, and partnered with distributed engineering teams to ship AI-powered content-creation and review workflows.
- Designed prompt interfaces, confidence indicators, and human-in-the-loop editing systems that let non-technical brand teams manage generative-AI outputs at scale.
- Ran customer discovery, stakeholder interviews, and usability evaluations to improve engagement, retention, and workflow efficiency across enterprise clients.
- Contributed reusable components to shared design systems and supported go-to-market launches alongside founders and cross-functional teams.

PhD Researcher | Mobile Accessibility & UX
Feb 2021 – May 2026

Rochester Institute of Technology, CAIR Lab | Rochester, USA

- Led an 8-study research program on accessible mobile design systems, owning timelines, stakeholder alignment, and delivery across multiple concurrent workstreams.
- Synthesized 29 international user interviews (6 countries) and a 120+ app competitive audit into the Oculux Design Guidelines, validated in a controlled study showing a 2.6× improvement in design quality.
- Translated research into product and design recommendations adopted by mobile app creators and accessibility teams globally; published across ACM CHI, MobileHCI, IMWUT, ASSETS, CSCW, and W4A.
- Delivered an invited talk at MIT CSAIL on mobile accessibility and earned the ACM MobileHCI 2025 Honorable Mention Award.
- Mentored 5+ graduate researchers and led communications strategy as Communications Chair of the CAIR Lab.

UX Research Intern Nov 2019 – Feb 2020
Idealoft Studio | Bangalore, India

- Conducted user research and competitive analysis for fintech, food-delivery, and mobile-commerce products.
- Translated customer and business requirements into product features and usability benchmarks for sprint planning.

EDUCATION

Ph.D., Computing & Information Sciences 2021 – May 2026
Rochester Institute of Technology (RIT), USA

Dissertation: Alternative Color Mode Design Supporting Mobile App Creators with Evidence-Based Guidelines

M.S., Human-Computer Interaction 2019 – May 2021
Rochester Institute of Technology (RIT), USA

Bachelor of Computer Applications (BCA) 2016 – May 2019
Christ University, Bangalore, India • Ranked #1 for Computer Applications in India

PUBLICATIONS

8 peer-reviewed publications • 179+ citations • ACM CHI · MobileHCI · IMWUT · ASSETS · CSCW · W4A

1. **Andrew, S.**, & Tigwell, G. W. (2025). Understanding the Experiences of People With and Without Vision Impairments When Using Mobile User Interface Alternative Color Modes. *Proceedings of the ACM on Human-Computer Interaction (PACMHCI) 9*, MHCI, Article MHCI034, 1–25. **[ACM MobileHCI 2025: Honorable Mention Award]** doi:10.1145/3743704
2. **Andrew, S.**, Callis, A., Ross, A. S., & Tigwell, G. W. (2025). Re-framing Accessibility from Constraint to Creative Catalyst. *Proc. 27th International ACM SIGACCESS Conference on Computers and Accessibility (ASSETS '25)* — Poster. doi:10.1145/3663547.3759714
3. **Andrew, S.**, Bishop, C., & Tigwell, G. W. (2024). Light and Dark Mode: A Comparison Between Android and iOS App UI Modes and Interviews with App Designers and Developers. *Proceedings of the ACM on Interactive, Mobile, Wearable and Ubiquitous Technologies (IMWUT) 8*, 1, Article 33, 1–23. doi:10.1145/3643539
4. **Andrew, S.**, Watson, S., Oh, T., & Tigwell, G. W. (2023). Authentication Challenges in Customer Service Settings Experienced by Deaf and Hard of Hearing People. *Extended Abstracts of the 2023 CHI Conference on Human Factors in Computing Systems (CHI EA '23)*, Article 46, 1–8. doi:10.1145/3544549.3585707
5. **Andrew, S.**, & Tigwell, G. W. (2022). Accessible Design is Mediated by Job Support Structures and Knowledge Gained Through Design Career Pathways. *Proceedings of the ACM on Human-Computer Interaction (PACMHCI) 6*, CSCW2, Article 487, 1–24. [ACM CSCW 2022]. doi:10.1145/3555588
6. Seita, M., Lee, S., **Andrew, S.**, Shinohara, K., & Huenerfauth, M. (2022). Remotely Co-Designing Features for Communication Applications using Automatic Captioning with Deaf and Hearing Pairs. *Proceedings of the 2022 CHI Conference on Human Factors in Computing Systems (CHI '22)*, Article 460, 1–13. doi:10.1145/3491102.3501843
7. Seita, M., **Andrew, S.**, & Huenerfauth, M. (2021). Deaf and Hard-of-Hearing Users' Preferences for Hearing Speakers' Behavior during Technology-Mediated In-Person and Remote Conversations. *Proc. 18th International Web for All Conference (W4A '21)*, Article 25, 1–12. doi:10.1145/3430263.3452429
8. **Andrew, S.**, Watson, S., Oh, T., & Tigwell, G. W. (2020). A Review of Literature on Accessibility and Authentication Techniques. *Proc. 22nd International ACM SIGACCESS Conference on Computers and Accessibility (ASSETS '20)*, Article 55, 1–4. doi:10.1145/3373625.3418005

AWARDS & RECOGNITION

- ACM MobileHCI 2025: Honorable Mention Award, for research on mobile alternative colour modes.
- Invited Talk, MIT CSAIL: Mobile accessibility.
- iSchool Graduate Research Assistantship, RIT (2020–21).

VOLUNTEERING & LEADERSHIP

- HOPE worldwide Global Service Intern & Volunteer: contributed to community-service, outreach, and humanitarian programmes within a global non-profit.
- Communications Chair, CAIR Lab (RIT): led the lab's communications and outreach.
- Mentor: guided 7+ graduate researchers through study design, analysis, and academic writing.
- Reviewer: ACM peer-reviewed submissions for a top-tier HCI venue.