Reshma Menon

AI Experience Designer

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My work in AI began in 2018 with machine learning research and has since spanned front-end code, product design, and model evaluation. I understand how each layer shapes what people experience, which let me author key design strategies for Toyota's multimodal AI, built around what drivers need and trust.

EXPERIENCE

Toyota Motor North America · UX Researcher (Contract), Multimedia, App & AI — Sep 2023 – Present

The only UX researcher across Toyota's Multimedia, App, and AI teams; on AI, moved from studying it to designing it.

AI Experience Design: In-Vehicle AI Assistant · 2025 – Present

- Set Toyota's initial **AI-assistant experience strategy**, prioritizing user permission over capability growth; won CSO alignment by showing the risks of launching without customer validation.
- Co-led experience design in the assistant's founding design sprint, then became its **lead AI experience advisor**, shaping what the assistant could do, how it spoke, and when it stepped in.
- Designed the assistant's **interaction rules** for cumulative interaction cost, latency, cognitive load, privacy, modality handoffs, and graceful error recovery.
- Defined the assistant's **capabilities and personality modes**, tuning behavior when it was too quiet or talkative.
- Designed interaction frameworks and prototypes for how **autonomy grows over time**, from single commands to delegated routines, while keeping the driver in control.
- Created a **five-phase trust and adoption framework** that set the design principles the assistant was built and evaluated against, validated across two rounds of testing.
- Lead UX for the **AI Teen Drive Coach** with Toyota Research Institute, owning the roadmap from priority use cases to tone, cadence, and in-vehicle usability through an MVP go/no-go.

In-Vehicle Multimedia · 2023 – Present

- Owned UX research for the 2026 RAV4 multimedia system; adopted improvements to usability, feature framing, content hierarchy, and interaction design contributed to an **Edmunds 9.7/10 in-cabin tech rating**.
- Redirected design strategy for an experimental four-screen cockpit, defining display roles and lead modality (voice, touch, or visuals); revised concepts reduced driver workload and reached **100% task success**.
- Shaped safer **in-vehicle interaction limits** and lockouts via distraction testing, voice testing, and OTA UX writing.
- Created a **validation framework** (customer, problem, current journey, future journey) that requires customer context before new ideas are evaluated.
- Co-designed a **year-long diary study** spanning the full Toyota ecosystem: vehicle, app, servicing, and dealership.

Toyota App · 2026 – Present

- Designed a **collision recovery service blueprint** with a phased opportunity map, turning a fragmented post-accident journey into a prioritized roadmap.
- Mapped end-to-end app journeys through service design, competitive analysis, surveys, and heuristic evaluations to define where the experience should go next.

Google via Merkle · UX Researcher — May 2022 – Aug 2023

- Led **0-to-1 concept research** for Google Shopping for Business, a new B2B marketplace, shaping successive design iterations and growing a four-month pilot into a year-long engagement.
- Led a **four-market YouTube diary study** on first-party interruptions, building a framework that informed rollouts.
- Led **Google Shopping** research on price guidance and product storytelling, shaping Buying Guide and Shopping Stories designs around value, trust, and content expectations.

- Supported Google's **AR try-on** research, surfacing early themes in user feedback to inform design strategy.
- Worked across AR/ML, e-commerce, wearables, and international products, **surpassing the client KPI by 43%**.

Neutrality via Boral Agency · Product Designer — Jan 2022 – May 2022

- Led product design for the 2022 beta, using research to shape **contextual AI and conversational flows**.
- Established the product's **Figma design system**; redesigned and prototyped 100+ web and mobile screens.

Women's Entrepreneurship Day Organization · UI/UX Designer — Jul 2021 – Dec 2021

- Redesigned the website with clearer messaging and tiered calls to action, increasing **volunteer sign-ups by 40%**, newsletter sign-ups by 15%, and engagement by 25%.
- Rebuilt the information architecture via tree testing and card sorting, reaching **82% directness**.
- Developed brand strategy from personas, journey maps, and interviews, then built the redesign in WordPress.

Orlando O. Spencer I, Inc. · UI/UX Designer & Front-End Developer — Jul 2020 – Jun 2021

- Introduced UX design practices for **ATiMS**, an aviation training operations platform, translating complex workflows into wireframes and consistent dashboard patterns.
- **Built the front end** from those designs in HTML, CSS, and Java.

Center for Children and Families · HCI Research Assistant — Jun 2018 – Jun 2020

- Researched **detecting emotion in music files** using multi-layer perceptron classifiers.
- Informed cognitive assessment technology design through contextual inquiry, interviews, surveys, and statistics.

SELECTED WORK

Handoff Lab · Live in-car assistant prototype — 2026

- Turned driver research on when an AI assistant should step in, how it should help, and how much control to take into **50 testable behavior rules**.
- Wrote the rules as system instructions and built an **eval suite** comparing them against a plain baseline.

Independent · Freelance Web & Visual Designer — Feb 2026 – Present

- **Design and code** websites, press kits, and brand assets for independent musicians with Figma and Claude Code.

SKILLS

AI experience design: Assistant behavior and personality, conversation and multimodal design, human-in-the-loop
Model behavior: Prompt engineering, system instructions, model evals, AI usability testing
Experience design: Interaction design, prototyping, service design, journey mapping, design systems, IA, UX writing
Strategy: Experience principles, opportunity mapping, evaluation frameworks, competitive analysis, roadmaps
Research: Interviews, diary studies, usability testing, clinics, surveys, A/B testing, human factors
Design & code: Figma, ProtoPie, Framer, Adobe CC, WordPress, React, JavaScript, HTML/CSS, Claude Code
Data: Python, SQL, R, Tableau, Qualtrics, dscout

EDUCATION

B.S. Cognitive Science (AI, HCI, and neuroscience concentrations) — University of Texas at Dallas, AES Scholar
Certifications: UX Design (Google), UX Writing (UX Writing Hub), UX Data Analysis (HEC Montréal), Market Research (UC Davis), Data Analytics (UT Austin), UX/UI Design (Springboard), Front-End Dev (Nucamp)
Other: UX/Python instructor, Girls Who Code (Frisco); Toastmasters member