

Jessica Lowry

AI Transformation

Austin, TX, United States | [LinkedIn](#)

Jess Lowry is an AI and organizational transformation strategist who helps organizations solve complex workflow, decision-making, and adoption challenges. Working at the intersection of people, technology, and organizational systems, she translates ambiguous problems into practical operating models, governance frameworks, technology-enabled workflows, and measurable improvements.

As founder and principal strategist at ENID Studio, Jess works with clients navigating growth, organizational change, operational complexity, and emerging technology. Her work combines sociotechnical research, systems thinking, participatory design, and hands-on technology enablement. She has designed AI-enabled workflows that reduced manual work by 82%, eliminated major delivery gaps between design and engineering, and improved public-service operations. Across consulting, technology, logistics, government services, healthcare, telecommunications, and industrial environments, Jess has helped leaders understand how work actually happens—and redesign the systems, relationships, and decisions that shape it. Her work is grounded in a central question: What happens when the systems intended to support people no longer serve them, and how can we design better ones?

That question also led her to create the Deprecated Human podcast, which explores how people are adapting to technological disruption, professional displacement, and a rapidly changing world of work.

Jess mentors with Austin Women in Technology and is also an author, speaker, researcher, and facilitator of participatory workshops.

EXPERIENCE

Sociotechnical Systems & Organizational Designer

Jul 2026 — Present

ENID Studio

I work as a strategic organizational designer specializing in sociotechnical systems—the relationship between people, work, and technology.

I work on a contract or fractional basis with two types of clients:

1) Growing businesses that need stronger foundations to scale. Critical knowledge and decisions often depend on the founder or a few key people. Processes may be undocumented, roles unclear, and technology pieced together as new needs arise.

2) Teams inside larger enterprises navigating complex operational or digital transformation. They may struggle with siloed departments, disconnected tools, manual work, unclear decision ownership, and layers of approval that slow progress.

In both environments, teams are often “experimenting with AI” without clear governance. Employees may enter sensitive information into unvetted tools without understanding the cybersecurity, privacy, or data-security risks. Leaders may not know which tools are being used, what data they can access, or who is accountable for reviewing their outputs.

I help clients understand how work is actually getting done, identify where people, processes, and technology are working against each other, and design better ways of operating. This may include clarifying roles and decisions, redesigning workflows, improving collaboration, simplifying technology, and establishing practical AI governance and guardrails.

I don’t stop at strategy or recommendations. I also manage the implementation of new technology—from selecting the right tools and defining requirements to coordinating configuration, integration, testing, training, and rollout. I work alongside the people affected by the change so that the technology supports how they need to work and can be adopted successfully.

My goal is to help organizations scale and adapt with less friction—while protecting the knowledge, data, creativity, and relationships that make their work successful.

Founder & Principal — R&D Strategy and Design Research

Aug 2024 — Present

Mindful Collective Studio

Austin, Texas, United States

I work with startups and early-stage product teams that need to understand a problem, investigate an opportunity, or test an idea before making a significant investment.

Bring me in when you have an idea for a product, service, feature, workflow, or business—but need evidence before deciding what to build. I combine design research, strategy, systems thinking, UX, and AI-assisted prototyping in Figma to turn early ideas into realistic concepts that customers, employees, or stakeholders can evaluate.

I can help you clarify the opportunity, uncover risky assumptions, create and validate an interactive prototype, and develop a practical roadmap for moving forward.

I also conduct mixed-methods research for organizations that know something isn't working but don't yet understand why. I connect what customers, employees, and stakeholders are experiencing to the larger business or service system, then translate the findings into actionable decisions.

The goal is not another report that disappears into a shared drive. It is a clearer understanding of reality and a defensible next step.

Strategic Director

Jun 2022 — Jul 2024

Stellar Elements

Austin, Texas Metropolitan Area

At Amdocs Studio (originally projekt202), the creative consulting arm of a global enterprise software and services company, I helped Fortune 500 organizations turn complex operational challenges into digital transformation strategies, future-state operating models, and implementation roadmaps. My work included predictive medical and organ logistics for FedEx, AI governance for safety-critical drilling operations at Helmerich & Payne, and an autonomous retail environment for Etisalat

that integrated AI, computer vision, IoT, digital commerce, and physical operations.

Although these engagements involved novel, custom software, the technology was only one part of the work. Each transformation required us to redesign workflows, clarify decision-making and accountability, align leaders and cross-functional teams, and prepare employees to work differently. I also experienced organizational transformation internally as nearly 400 Stellar Elements (originally projekt202) employees were integrated into Amdocs, and we established shared methods and ways of working.

Director of Design Research

Cision

Jul 2021 — Jul 2022

Austin, Texas Metropolitan Area

At Cision, I was hired into a newly created role to build the company's first global strategic research capability. I led research across 15 countries and Cision's interconnected platform ecosystem, which served more than 75,000 clients in 24 countries. My work included launching the company's first formal Voice of Customer program, revitalizing its Customer Advisory Board, and helping shape product strategy for emerging capabilities such as automated sentiment analysis and predictive media planning.

Cision had grown through decades of acquisitions, leaving product, design, sales, customer success, and technology teams working across different platforms, processes, and organizational cultures. My role was not only to conduct research, but to create the shared methods, feedback loops, workshops, playbooks, and cross-functional relationships needed to turn customer evidence into coordinated decisions.

Sr. UX Game Designer

SciPlay Corporation

Sep 2020 — Mar 2021

Austin, Texas, United States

Worked within a live-service gaming environment to evolve how player engagement was designed and measured.

- Expanded the use of data from feature-level optimization to behavior-driven game systems, including progression, strategy, and narrative structures
- Designed and delivered a new core feature that created the foundation for personalization and future content development
- Partnered with product managers to integrate behavioral insights into roadmap decisions
- Built measurement approaches that captured deeper engagement patterns tied to retention and monetization

Experience Director

Mutual Mobile

Mar 2019 — Mar 2020

Austin, Texas

Aligned product, design, and engineering teams to improve delivery and reduce execution gaps in a fast-moving product environment.

- Redesigned workflows to eliminate a 6-month design-to-engineering gap and improve delivery predictability
- Established clearer ownership and collaboration models across cross-functional teams
- Supported product leadership in translating strategy into structured execution

UXDI Instructor

General Assembly

Aug 2018 — Jan 2019

Austin, Texas

Associate Experience Director

MU/DAI

May 2017 — Aug 2018

Austin, Texas Metropolitan Area

UX Consultant

Handsome.

Feb 2015 — Aug 2015

Austin, Texas Area

User Experience Consultant

Stamford Interactive

Apr 2012 — Sep 2012

Melbourne, Australia

User Experience Specialist

National Australia Bank

Jun 2011 — Apr 2012

Melbourne, Australia

Online Community Moderator/ Content Producer

Lonely Planet

Jun 2010 — Jun 2011

Melbourne, Victoria, Australia

Digital Consultant

iQuantum

Jun 2009 — Jun 2010

Melbourne, Victoria, Australia

UX Designer

StickerYou

May 2009 — Oct 2009

Toronto, Ontario, Canada

Online Community Manager

Indigo

Jul 2008 — Jun 2009

Toronto, Ontario, Canada

Online Community Moderator

Alliance Atlantis

Nov 2007 — Aug 2008

Online Community Manager/ Content Producer

A51 / DigThisData

May 2006 — Apr 2007

Toronto, Ontario, Canada

EDUCATION

Penn State University <i>Bachelor of Arts - BA in Design Thinking for Organizational Renewal</i>	Jan 2020 — Jan 2024
Harvard Online <i>Certificate in Data Science, Professional Certificate Program</i> Activities and societies: Learning key data science essentials, including; R and machine learning via real-world case studies.	Jan 2020 — Jan 2020
University of Toronto <i>Incomplete in Humanities and Social Sciences</i>	Jan 1999 — Jan 2001

PROJECTS

Deprecated Human Podcast

Deprecated Human is a podcast and community exploring what happens when experienced, capable people are treated as obsolete by layoffs, hiring systems, workplace technology, and a rapidly changing economy. As creator and host, I interview people navigating long-term unemployment, career transitions, entrepreneurship, collective organizing, and new definitions of meaningful work. The conversations move beyond job-search advice to examine the systems shaping employment—from algorithmic hiring and AI adoption to worker protections, organizational change, and the decline of stable jobs. The project brings together personal stories, historical research, practical resources, and conversations about how we can create a future of work that values people rather than treating them as disposable.

The Life Design Workbook

Get ready to design a life that truly fits you! The Life Design eBook is your guide to crafting a future aligned with your values, passions, and dreams. Full of hands-on exercises, practical advice, and inspiring insights, this book helps you create the life you've always imagined—one step at a time.

Standards for Online Transparent Agency (STOA)

Food has nutrition labels. Financial products have disclosure requirements. Social media shapes what billions of people believe — and offers no way to understand how or why. Built the research, the prototype, and the protocol to explore what transparent, user-controlled context could look like.

- Expert co-design workshops with specialists from Article 19, Center for Data Innovation, American University, and Check My Ads Institute; prototype walkthroughs with ten governance and HCI practitioners.
- Fully interactive mid-fidelity prototype built in Figma Make — original design principles, UI component library, prompt-driven interaction design.
- 166-page technical specification including the Canonical Social Object Model (CSOM), Symbolic Reasoning Engine, and federated Context Ledger. Two peer-reviewed publications (HCI International 2024; IHCI forthcoming 2026). Preprint: zenodo.org/records/18154981

Exploration x Design Method Cards

This deck of 35 cards includes a collection of 18 methods for practicing self-guided learning. Each method is steeped in design thinking concepts that are used by designers, innovators and educators to support creative problem solving. Included in the deck are subjects to focus your exploration. These include: Nutrition, Biology, Psychology, Linguistics, Geology, Astronomy, Zoology and Sociology. The objective is to enable you to use what's around you for self guided learning. You don't need any text books, worksheets or access to the internet. Each card guides you to use what's available at home and in your neighborhood. Expand your knowledge of the world around you and learn more about yourself through creative exploration.

Velma Magazine

Austin's first and only women-in-tech publication. DESIGN. CODE. START.

Key to the Street

Key to the Street empowers pedestrians to rally together to improve conditions in their cities — making neighborhoods safer and more appealing places to live.

SheHacks & SheDesigns ATX

In 2013, I created a series of weekend hackathons to support female founders and women in tech to drive real change towards a more inclusive industry. By pairing and promoting these collaborations, a community of allies contributed to breaking down barriers, challenging stereotypes, and creating a more balanced and innovative tech ecosystem.

Austin Pedestrian Advisory Council

As a founding member of the Austin Pedestrian Council, I am proud to have contributed to the advocacy and development of pedestrian-friendly initiatives in Austin. Since 2013, the council has been instrumental in promoting safer and more accessible walking environments throughout Austin.

Girl Geek Dinners Melbourne

I joined GGD in early 2011, more of an honorary geek really... But found the group to be supportive, interesting & very worthwhile. I joined the founder, Jess Lowry as co-organizer in August 2011.

CERTIFICATIONS

SXSW Eco Place by Design Finalist, SXSW Eco Oct 2013

Artist in Residence, Banff Centre Jan 2013

Human-Centered Organizational Renewal: Transformative Design Science in Action,

Redesigning City Streets with a Mobile Phone,

Taking it to the streets: Austin designer's mobile tool helps all create walkable cities,

Use This Urban Design Tool To Prototype A Different Street Outside,

Use This Urban Design Tool To Prototype A Different Street Outside,

Jessica Lowry: The winning pitch at SXSW,

SKILLS

Podcasting · Storytelling · Internet Safety · Technical Specs · Content Moderation · Change Management · Organizational Design · Strategic Planning · Socio-technical Strategy · Participatory Design · Director level · Collaborative R&D · Creative Writing · Contextual Inquiry · Live Music Performance · Lifestyle Writing · Opinion Writing · Risk Management · User Experience Writing · Content Producer · Online engagement · Game Mechanics · Interviewing · Online Community Moderation · Content Governance · Content Production · Brand Strategy · Experience Design · E-Commerce · Interaction Design · Wireframing · IA · Game Design · Human Centered AI Design · Search Engine Optimization (SEO) · Client Presentation · Interpersonal Communication · Professional Ethics · Global Delivery · Mixed Methods Research · Mindful Learning · Content · Life Design · Card Design · Graphic Design · Instructional Design · Self Learning · Customer Experience Design · Organizational Effectiveness · Culture Change