

Rory McCaffrey

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PROFESSIONAL EXPERIENCE

Agentic AI Teacher

Jan 2026 - Present

Amazon

- Validated information architecture and design elements of websites for supervised fine tuning of agentic AI models.
- Conducted thorough content audit of AI generated workflow documentation, identifying 60 discrepancies between previous iterations, and committed 19 revisions to help improve clarity.
- Piloted workflow for new data ingestion methods teaching models design thinking through Adobe Creative products.
- Designed a Slack bot to improve communication by reducing the number of threads by 50% through targeting redundant queries and improving resolution rates by 300% through auto-forwarding responded queries.

LLM Data Annotator, Contract

July 2024 - Jan 2026

Outlier

- Prototyped generative AI responses by analyzing output in enterprise and casual end user situations.
- Improved accuracy of LLM by producing detailed error reports while maintaining compliance with strict protocols.
- Identified hallucinated claims through conducting research across miscellaneous subject matter.

Digital Designer

July 2023 - May 2024

IT Management Corporation/ 101VOICE

- Increased brand awareness by 2x, customer acquisition for new products by 20%, and bid acceptance rates by 15% through generating marketing collateral such as data sheets, case studies, and tradeshow exhibitions.
- Expanded sale funnel and sales revenue by 15% and improved search engine optimization leading to increased site visits, better keyword ranking, and higher click rates by applying web design heuristics and WCAG Accessibility guidelines to improve the user experience of our product website.
- Improved event visibility by 400% through coordination of multi-channel marketing campaigns.
- Grew brand attractiveness and lowered barrier-of-entry for prospective customers by identifying marketing strategies from researching branding and keyword approach from benchmark and local competitors.
- Advertised services for connecting emergency response systems to IT products for better emergency communications by designing product web page for Next Generation-911 services including designing assets.

Graduate Student Researcher, Capstone

Jan 2022 - Jun 2022

Microsoft

- Designed service to increase engagement with maternal health information for Kenyan mothers by leading ethnographic research and designing a voice user interface projected to increase adoption by 50%.
- Identified culturally-specific beliefs about maternal care by facilitating a workshop and focus-testing with 8 potential users.
- Created prototype to demonstrate concept, user flows, and impact to stakeholders and produced 6 service design artifacts to guide implementation process and metrics for evaluating effectiveness at each stage of development.

Usability Tester,

Jan 2021 - Mar 2021

Northwest Center for Public Health Practice

- Coordinated a usability study and defined research protocols by evaluating the client needs and existing content to prepare a public health, data visualization dashboard for launch.
- Identified 100% of participants had difficulty navigating site architecture and improved accessibility through adding appendix, applying greater visual contrast, and simplifying user interface from qualitative analysis of 150 data points.

EDUCATION

M.S. Human-Centered Design & Engineering

University of Washington, Seattle | 2020 – 2022

Clients: Northwest Center for Public Health Practice, Microsoft Global Health Access, Microsoft Africa Research Institute

B.A. Design

University of California, Davis | 2018 – 2020

Concentration: Interactive Media & Graphics

SKILLS

Tools: Adobe Creative Suite, Autodesk, Sharepoint, Esri, Figma, Github, Google Analytics, Miro, Mural, Squarespace, Tableau, Voiceflow, Webflow, Wordpress, Kiro, Quicksuite, Slack

Languages: Arduino, HTML/CSS/Javascript, LaTeX, Python, R

Methodologies: Co-Design Workshops, Concept Testing, Ethnographies, Interviewing, Market Research, Prototyping, SEO Optimization, Service Design, Survey Design, Usability Testing