

Charlotte Bird

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[Website](#) · [LinkedIn](#) · [Scholar](#)

Researcher specialising in discovering, designing, building and testing novel, user-centered AI experiences. My PhD has focused on breakthrough research in AI adoption for creative users. I've worked with industry partners (inc. Adobe, BBC, UK Government, Alan Turing Institute, Ada Lovelace Institute), built and tested speculative tools, and published extensively (CHI, DIS, CSCW).

As a Student Researcher at Google DeepMind, I generate ambitious ideas for breakthrough AI experiences, conceptualizing future possibilities and new applications of AI. I am a creative and visionary thinker who can also build, collaborate effectively, and thrive in a fast-paced, experimental environment.

Portfolio at charlottebird.blog.

Experience

Student Researcher — *Google Deep Mind, AIUX Inception* 2026

- Cultivating and owning breakthrough AI experiences through research, design and testing.

Research Assistant — *Adobe and University of Edinburgh* 2024 — 2025

Partnered with Adobe to study how creative professionals adopt AI tools.

- Longitudinal study with 5 professional designers.
- Co-authored publications at DIS and CSCW 2026.

Research Assistant — *BRAID Programme (BBC, Ada Lovelace Institute, AHRC)* 2023 — 2024

Qualitative research on generative AI adoption across creative industries, working directly with BBC and Ada Lovelace Institute stakeholders.

- Outcomes for BRAID include exhibitions and comprehensive map of UK AI artistry.
- 20 interviews with AI artists (thesis content).

Research Assistant — *Ada Lovelace Institute and AHRC* 2023

First deep dive into AI risks—developed frameworks that informed both policy and product decisions.

- Created a risk taxonomy for generative AI through structured review of 70+ sources across technical, legal, and social science domains.
- Identified 3 systematic gaps in existing frameworks (dialect bias, ageism, moderation harms) with no prior empirical coverage.
- Published at AIES 2023 (200+ citations); research directly informed UK Government policy on AI regulation.

PhD Researcher — *University of Edinburgh* 2022 — 2027

Developed deep expertise in AI adoption through independent mixed-methods research programmes.

- Extensive experience designing, running and publishing studies.
- Partnerships across industry and government.

Analyst — *Deliveroo, Global Data Operations* 2021 — 2022

Enterprise experience analysing user behaviour at scale and collaborating with cross-functional product teams.

- Analysed user behaviour across millions of transactions using SQL, Python, and R; built dashboards that drove operational improvements.
- Collaborated with product managers and engineers to define metrics and track KPIs; delivered weekly reporting to senior stakeholders.

Education

- [Ph.D.](#) Design Informatics (HCI) – University of Edinburgh 2022 — 2027
Baillie Gifford Scholarship, Centre for Technomoral Futures.
Research focus: AI adoption in creativity, trust, and long-term user experience.
- [M.Sc](#) Computer Science – Newcastle University 2020 — 2021
AI/ML specialisation. Technical foundation for understanding AI products from the inside.
Student President for UG and PGT Comp. Sci.
- [B.A](#) Literature – Newcastle University 2017 — 2020

Skills

Research: Semi-structured interviews (40+), usability studies, contextual inquiry, diary studies, longitudinal research, surveys, benchmarking, thematic analysis, statistical analysis, entire UX journey.
Artifacts: Personas, journey maps, insight decks, design recommendations, stakeholder briefings, policy reports.
Technical: Python/ML libraries, SQL, R, Qualtrics, Figma, Miro, MAXQDA, HTML, CSS; built full-stack research prototypes.

Publications

- [Mapping Imaginaries: A Futures Workshop for Creative Practices with Generative AI](#)
Pushpi Bagchi, Caterina Moruzzi, **Charlotte Bird**, Kam Chan, Billy Dixon, Laura Mariah Herman, Kyle Morrison, Aulia Ardista Wiradarmo, Yu Wang
Proceedings of the 2026 Designing Interactive Systems Conference
- [From Blank Box to Creative Partner: Designing Ecological On-Ramps for First-Time AI Artists](#)
Charlotte Bird, Caterina Moruzzi, Ewa Luger
Proceedings of the 2026 CHI Conference on Human Factors in Computing Systems
- [Exploring the impact of AI-powered Creativity Support Tools on professional creative workflows](#)
Caterina Moruzzi, **Charlotte Bird**, Laura Mariah Herman
ACM CSCW Conference Series
- [Drawing the Drift: Visual Storytelling as Method for Human-AI Becoming-With](#)
Charlotte Bird
CHI'26 Workshop Visual Storytelling Beyond the Human
- [Diffraction, Creativity and AI: Towards New Methods for Design Research](#)
Charlotte Bird
Proceedings of the Extended Abstracts of the CHI Conference on Human Factors in Computing Systems
- [Artists and AI: Creative interactions and tensions](#)
Charlotte Bird
Extended Abstracts of the CHI Conference on Human Factors in Computing Systems
- [Creativity, Ethics, User-Generated Content and AI](#)
Charlotte Bird
CHI24 Workshop in Generative AI IN User-Generated Content
- [Typology of risks of generative text-to-image models](#)
Charlotte Bird, Eddie L. Ungless, Atoosa Kasirzadeh
Proceedings of the 2023 AAAI/ACM Conference on AI, Ethics, and Society
- [Evaluating Prompt Engineering as a Creative Practice](#)
Charlotte Bird
The 14th International Conference on Computational Creativity, 2023