Andy Rogers

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AI Model Evaluation & Data Quality | Image & Video Generation | Training Data & Human Annotation

Summary

Specializes in evaluating visual AI models and creating the data used to improve them. Background combines professional photojournalism with computer-vision and AI work at Google, Apple, Expedia Group and SpaceXAI. Work spans hands-on image and video evaluation, training-data creation and curation, human annotation task design, and AI-assisted evaluation tools. Turns expert visual judgments into specific feedback, reference examples and evaluation data.

Skills

Model Evaluation · Data Quality · Data Annotation · Computer Vision · Generative AI · Data Collection · Visual Quality Assurance · AI-assisted Scripting and Evaluation Tooling · Product Management

Experience

SpaceX Super Intelligence (xAI) | *Bellevue, WA*

Member of Technical Staff, Grok Imagine *Dec 2025 – Nov 2026*

Contributed across image and video model development through evaluation, training-data creation and curation, human annotation task design, and evaluation tooling.

- Conducted frequent expert evaluations of Grok Imagine image-generation model candidates, assessing visual quality and documenting performance shortfalls.
- Created and curated image-editing pairs for model fine-tuning and collected training images for text-to-image generation.
- Designed human annotation tasks for identifying AI-looking imagery, scoring subjective image quality and creating image-editing pairs.
- Built and refined image and video evaluation interfaces using AI coding assistance, adding features to make qualitative review faster and more measurable.
- Created a cinematography-techniques evaluation set, annotated video-model performance and used AI tools to summarize and quantify shortfalls from evaluation notes.
- Evaluated image and video prompt upsamplers, wrote generation prompts for evaluation data and composed system instructions for specialized image types.
- Evaluated products for creating complex image, video and design projects, provided product feedback, and created reference examples and templates for leadership demonstrations and user guidance..

Expedia Group | *Seattle, WA*

Product Manager, Image Content Platform *Sep 2022 – Nov 2025*

Developed AI/ML-powered capabilities for image understanding, quality and display across Expedia, Hotels.com and Vrbo.

- Collaborated with ML data scientists on image classification, moderation, aesthetic scoring and applications of fine-tuned language models.
- Created annotation guidelines and managed labeling efforts using internal teams and external vendors.
- Used AI assistance to create and modify scripts and queries for gathering and structuring image data.
- Managed development, live A/B testing and rollout of a platform capability addressing image-display issues.

Apple *(Contract)* | *Seattle, WA*

Quality Assurance Engineer *Sep 2021 – Aug 2022*

Supported computer-vision model development through photo/video data collection, annotation and quality assurance.

- Planned and executed photo and video collections, applying photography and lighting expertise in challenging environments.
- Created labeling guidelines for large-scale annotation projects and vendor-rater training.
- Evaluated annotation quality and provided feedback to improve consistency.

Google *(Contract)* | *Seattle, WA*

Data Specialist, Photography SME, Program Manager *Apr 2016 – Sep 2021*

Provided photography expertise for computer-vision research, including moment detection in Google Clips and computational photography in Pixel Camera.

- Captured and annotated photo, video and 360-degree data for ground truth, model training and research pilots.
- Designed annotation instructions for subjective visual tasks and worked with external vendors on labeling delivery.
- Assessed candidate datasets and provided qualitative and quantitative image-quality feedback on model performance.
- Worked with ML researchers and Data Operations to define data needs and coordinate large-scale collections; also served as interim program manager.

Microsoft/MSN *(Contract)* | *Seattle, WA*

Photo Editor *2012 – 2015*

Curated and prepared visuals for MSN News and Microsoft's Windows apps. Collaborated with editors to select and optimize images from premium content providers for daily publication.

Red Box Pictures | *Seattle, WA*

Co-founder & Photographer *2009 – 2012*

Co-founded a profitable photography studio supporting four photographers. Produced photography for editorial and commercial clients, including work as official photographers for University of Washington athletics.

Seattle Post-Intelligencer | *Seattle, WA*

Staff Photographer 2006 – 2009 | *Photo Editor 2004 – 2006*

Edited staff and wire photography and collaborated with newsroom editors to shape the paper's daily visual coverage. Helped manage and develop a team of 10 photojournalists, assigned coverage and hired freelance photographers.

The Gazette | *Colorado Springs, CO*

Staff Photographer *2002 – 2004*

Created award-winning photographs covering the Iraq War while embedded with a Fort Carson heavy armor regiment.

Education

University of Texas at Austin | Bachelor of Journalism, Photojournalism

Google Project Management Certificate | Coursera, September 2021