

Dr. Lior Colclough, PhD

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Summary

A PhD in Rhetoric/English and Digital Literacy with a cumulative 9+ years of experience in writing evaluation in higher education and AI quality assessment. Proven record providing clear, revision-oriented feedback on AI and human-generated writing as a university-level writing instructor, a trained professional writing consultant with a ~98% satisfaction rate, and a generalist AI evaluator for ~2 years. Clear communicator, self-motivated, independent worker

Selected Work Experience

Search Quality Rater | Welo Data | Austin, TX (Remote) | March 2026 - Present

- Perform search result ranking and categorization tasks to analyze search engine page results (SERPs) for accuracy and relevance, evaluating general information quality, source presentation, and word choice for “tone”
- Offer a clear, precise explanation of each evaluation’s rationale based on the consistent application of guideline-based rubrics
- Provide actionable recommendations to optimize AI model performance and enhance content quality standards

AI Trainer and Content Evaluator | Outlier AI | Austin, TX (Remote) | January 2025 - Present

- Contribute to high-impact projects, including Aether and Cacatua Chorus, by evaluating the accuracy and clarity of AI-generated communication across visual, textual, and audio media
- Use Outlier’s “Playground” tool to evaluate how AI model outputs perform in “side-by-side” comparisons to identify the most preferable prompt-specific responses to improve the accuracy and relevancy of AI-model outputs
- Work asynchronously and independently to complete tasks on schedule while remaining flexible to onboard to new projects as needed

Independent Writing Consultant and Freelance Editor | Self-Employed | Austin, TX (remote) | August 2024 - Present

- Provide services in writing consultation, editing, formatting, fact-checking, and project-planning on projects in academic, professional, and technical writing
- Communicate clearly to offer tailored feedback aligned with individual client goals and produce deliverables in a swift turnaround period

PhD Candidate Researcher | The University of Texas at Austin - Department of Rhetoric and Writing | Austin, TX | May 2022 - July 2024

- Defended an interdisciplinary PhD dissertation investigating search engine result page (SERP) evaluation and search engine scholarship, applying advanced research skills in fact-checking, data evaluation, information synthesis, and source documentation using qualitative and quantitative methods

- Adhered to a self-organized research schedule to meet dissertation milestones and maintain regular communication with supervisors
- Developed Subject Matter Expertise (SME) in literary analysis, rhetorical criticism, rhetorical and literary theory, and application of digital tools in empirical research methods

Instructor of Record | The University of Texas at Austin - Department of Rhetoric and Writing | Austin, TX | August 2019 - May 2022

- Taught 3 undergraduate rhetoric and writing courses, 2 self-designed, in asynchronous and synchronous online, face-to-face, and hybrid formats, creating video and audio lecture material and study aids, ultimately earning an approximately 4.5/5 instructor satisfaction rating
- Monitored student progress through providing lesson plans, lectures, one-on-one meetings, online course material, and grading rubrics to teach students to identify, analyze, and produce well-researched critical and argumentative essays in correct academic formats (MLA, APA, Chicago, etc.)
- Oversaw semester-long undergraduate research projects for a maximum of 20 students with diverse academic majors and professional goals, assessing written content and providing structured feedback and mentorship

Writing Consultant and UWC Liaison for the Longhorn Center for Academic Excellence (LCAE) Liaison | The University of Texas at Austin - University Writing Center (UWC) | Austin, TX | May 2018 - May 2019

- Offered revision-oriented feedback to 147 undergraduate students from diverse backgrounds and majors, earning a ~98% student satisfaction rate
- Assisted in giving presentations, leading writing workshops, resource compilation, podcast transcription, and providing formatting and editing services for graduate student writing
- Acquired training to support English Language Learners (ELL) students, international students, first-generation college students, and other marginalized populations

Graduate Student Staff | The University of Texas at Austin - Digital Writing and Research Lab (DWRL) | Austin, TX | January 2016 - May 2018

- Provided on-site and remote technical support to UT instructors and led software skill acquisition workshops in undergraduate classes
- Produced multimodal educational content for the DWRL website using professional video and audio editing tools
- Conducted and presented research by applying research methods in discourse analysis, corpus analysis, and data visualization to collect, analyze, and present findings

Education

Doctorate of Philosophy in English with Emphasis in Rhetoric and Writing/Digital Literacy and Literature | The University of Texas at Austin | 2024

Master of Arts in English with Emphasis in Rhetoric and Writing/Digital Literacy and Literature | The University of Texas at Austin | 2018

Bachelor of Arts in Philosophy and English | The University of Georgia | 2013

Additional Certifications:

- [Google AI Professional Certificate | AI Fundamentals | June 2026](#)

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Selected Software Tools

Adobe Photoshop | Adobe Premier | Akkio | Audacity | Communalytic | DaVinci Resolve Studio | Gelphi | Gumloop | Movavi Suite | Microsoft Excel | Netlytic | Panoptico | Pulsar | Screencastify | Zapier |