

Tulane SoPA grad helps distinguish art from AI

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Tulane SoPA graduate Ben Yoss is using AI to protect digital content, promote transparency and launch a startup with real-world impact. (Photo by Andrea Sagnard)

In a world where seeing is no longer believing, Tulane School of Professional Advancement (SoPA) graduate Ben Yoss has developed a tool that helps users identify AI-generated images.

Yoss's start-up company, Pixguard AI, uses artificial intelligence to verify that an online image is authentic and gives artists an opportunity to protect and receive credit for their work.

Currently in development as a Google Chrome extension, Pixguard AI integrates seamlessly into the browsing experience. The software will place a small verification badge in the corner of authenticated content, allowing users to hover and view information about the original creator.

“I’m building a software that fights fire with fire,” explains Yoss. “I am using AI to fight AI misinformation.”

Yoss credits the Tulane SoPA Information Technology Program for igniting his passion through their courses in generative AI and supportive instructors. He graduated this spring with a bachelor’s degree in information technology and a concentration in integrated application development.

“I chose this program because I wanted to learn more than just traditional computer science,” said Yoss. “I wanted to learn how to secure the systems.”

The focus on IT security has become a central pillar of his company. Yoss believes that the combination of prioritizing security and credibility, along with his approach to eliminating bias through AI, sets his software apart from others.

“The greatest importance to Pixguard is security,” said Yoss. “We plan to provide strict rules and guidelines on how accounts can be verified.”

Yoss’s passion for using technology to make a difference shines through in his work. In his final semester, he completed an independent study to develop a virtual reality crisis simulation for EMS training.

Along with his entrepreneurial endeavors, Yoss secured a full-time position as a data engineer at Plan A Games, a New Orleans-based gaming industry start-up.

He is a recipient of the prestigious Tulane 34 Award that recognizes exceptional student leaders who have demonstrated outstanding academic achievement, leadership and community involvement.

Yoss is aiming for a public launch of Pixguard AI by December 2025. With the support of his mentors and his passion for technology, he is stepping into the tech landscape as a founder determined to help the digital world see more clearly.

“I’m trying to learn as much as I can, build projects and work with teams of experts.”
—Ben Yoss, IT Class of 2025

