

Laura Scholl

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Design leader with a unique blend of technological, global business, and creative savvy. Able to build collaborative relationships with a shared sense of purpose; provide cross-functional, multi-locational, and multicultural leadership that encourages curiosity, empathy and optimism. Motivate with self-awareness and humility through empathic listening, defining clear roles and strategies, and eliminating roadblocks.

Conceptual thinker with the vision to see patterns and alternatives, pivot when necessary, and align projects and business objectives to future industry trends. Collaboratively devise solutions with no easy precedent to fall back on. Communicate clearly and effectively to stakeholders at all levels.

Self-starter with the ability to learn quickly and cultivate outstanding communication and interpersonal skills, make the most out of feedback - positive or negative - and inspire my colleagues to take ownership and be their most successful selves. Maintain composure and a sense of humor in a fast-paced environment.

CAREER HIGHLIGHTS

Newman University / Wichita, KS
Private Liberal Arts University

2015 – present

Assistant Professor Design and Media Arts

Learning facilitator unlocking student potential in human-centered, interaction design (UX/UI), code as a creative medium, data visualization, and web/mobile. Courses encourage life-long learning and de-risking: research, prototypes and iteration.

Research includes the effect of sensors that leverage the concept of anti-fragile UX design (Taleb).

Key Contributions and Accomplishments:

- **Lead re-imagination Arts and Sciences faculty workshops** using design thinking to prepare faculty to "think bigger" given the uncertainty of the liberal arts in higher education. Outcome: a multi-year roadmap, blended-learning prototypes, and interdisciplinary instructional design.
- **Introduce the use of Slack** at the student course level and cross-disciplinary faculty collaboration and communication in an environment of exiguous technological expertise.
- **Redesign and reorganize course curriculum** for all media arts courses to make them current, including exposing art/design students to Processing, p5.js, ml5.js, Tableau, and Adobe CC.
- **Coach and influence** by encouraging individual strengths through specific constructive feedback.
- **Selected as Ignite speaker** at Eyeo Festival 2018, "cultivating mind•less•ness with real-time data."
- **Recognized for interactive artworks** comprising live, performative drawings with WSU's Impulse Percussion Group, Miller Concert Hall; and biometric, sensor driven LED artworks that capture and sense activity in the immediate environment, Steckline Gallery, Wichita, KS.

Mental Images GmbH, (NVIDIA), Berlin, Germany / Los Angeles, CA

2007 – 2011

A global leader in photorealistic 3D graphics acquired in 2008 by a public, \$120 billion semiconductor manufacturer of visual and mobile computing solutions

Senior Product Manager: Strategic Projects

Developed and maintained high priority client relationships with major film studios and independent software vendors (ISVs) with multi-billion dollar market caps. Supported product teams in both waterfall and agile workflows. Used deep customer empathy to translate user needs into product strategy and adapt to discoveries as a result of iterating and testing. Effectively communicated complex technical and business issues internally and externally.

Challenges: Inherited a steadily eroding user base of organization's original photorealistic software product with disgruntled film studio and ISV partners and lagging financial performance.

Key Contributions and Accomplishments:

- **Increased user base 50-fold in 2 years** by negotiating the inclusion of software APIs in ISV's product release, improving consumer (end) user experience informed by user needs, and facilitating training around the globe.
- **Increased ISV product adoption by 100%** by actively listening to and including client partners, building trust and consensus, keeping all parties in the loop, analyzing market trends, and developing and sharing a long-term product vision and cloud strategy.
- **Improved products by focusing on user outcomes** and identifying product features by working closely with cross-functional teams (engineering, executive, and marketing) and clients. Researched users, set priorities, wrote product requirements (PRD), roadmaps, and actionable release-plans.

Studio Laura Scholl, Los Angeles, CA / Wichita, KS

2001–present

Art and consulting studio

Artist • Consultant

Artwork: Reflections of light—mixed media: woven fiber, gesso, gold leaf, microprocessor, sensor controlled LEDs, and fiber optics. Influenced by the exploration of Pre-Columbian artifacts and Amazonian Shipibo vocables rendered visible through intricate, interlocking graphic patterns.

Consulting: Wrote online task-based instructional guides for rendering with Nvidia's Mental Ray • Art directed an e-book "The White Rabbit's Tale."

Sony Pictures Imageworks, Culver City, CA • Walt Disney Studios, Burbank, CA

1996–2006

• Digital Domain, Venice, CA • Rhythm & Hues, Los Angeles, CA

Academy Award®-winning, Fortune 100 and mid-sized digital post-production studios

Senior Technical Director • Artist • Look Development Lead

Collaborated with VFX supervisors and directors to create the look of computer graphic elements integrated into live action. Optimized workflow and led and coached teams of artists to create film sequences on time, within budget, in a fast-paced, deadline-driven, production environment.

FILM CREDITS: "The Chronicles of Narnia: The Lion, the Witch and the Wardrobe" • "Harry Potter and the Sorcerer's Stone" • "Hollow Man" • "The ChubbChubbs!" (Oscar® winning animated film short) • "Disney's Dinosaur" • "The Fifth Element" • (see IMDB)

EDUCATION

Massachusetts Institute of Technology, MIT Media Lab, Cambridge, MA

MSVS: Interactive Media Arts and Sciences; Thesis: "The Transitional Image"

University of Massachusetts at Amherst, Department of Fine Arts, Amherst, MA

BFA: Self-directed, interdisciplinary degree: Sculpture/Computer Science

ACADEMIC HONORS: Ford Foundation Fellowship, BFA cum laude

BOARDS AND PROFESSIONAL GROUPS

Board of Directors, Leadership: AIGA Wichita—Treasurer

Board of Directors, Wichita State University (WSU)—Art and Design Advocates

Director, Women Who Code (WWC), Wichita Network

Maker Academy (STEAM) Past Program Director, MakeICT—Maker Space

Member, Kansas Professional Communicators (WPC/ICT)