

Laura Scholl

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Sr. Product leader with the ability to provide remote, cross-functional leadership to product managers, UX/UI designers, educators, and engineering teams. Motivate with self-awareness, diplomacy, and empathic listening; develop trust by acknowledging fears, loss, and conflicts. Advocate for collaboration and discovery to support inclusivity and a shared understanding of our product.

Conceptual thinker with the vision to see patterns and alternatives, define and align products and business objectives to future, long-term product strategies, and pivot when necessary while remaining steadfast to the corporate mission.

Voraciously Curious with diverse experience and skills, a quick study—able to learn new concepts, push beyond my comfort zone, and immerse myself into whatever I am doing. Use interpersonal skills to influence colleagues to take ownership and reach their full potential to become their most successful selves. Maintain composure and a sense of humor in fast-paced, constantly changing environments.

CAREER HIGHLIGHTS

Newman University / Wichita, KS / Remote
Private Liberal Arts University

2015 – present

Assistant Professor Graphic Design and Digital Media

Facilitate learning, engage creatives, and deliver creative skills training: interactive data visualization, human-centered UX/UI, visual storytelling, and design principles. Encourage life-long learning and promote research, experimentation, storyboarding, iteration, learning from failure, and grit.

Key Contributions and Accomplishments:

- **Lead re-imagination faculty L&D for the Future of Education** using design thinking strategies to emphasize inclusivity by listening to the user, promote collaboration, and integrate technology. Identified gaps and prototyped enhanced educational opportunities to scale enrollments.
- **Develop measurable KPIs** in collaboration with interdisciplinary faculty.
- **Mentor and coach on adaptive learning, human-centered design best practices** for web and mobile ready curriculum design.
- **Introduce the use of Slack** for student and inter-disciplinary faculty collaboration and communication in an environment of exiguous technological expertise.
- **Design and develop curriculum** for media arts and communications courses including data visualization and content creation in video, audio, and graphic design using Adobe CC Creative Suite, Tableau, open source software, and other tools for interactive digital media platforms.
- **Selected as Ignite speaker** at Eyeo Festival 2018, “cultivating mind•less•ness with real-time data.”

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

2007 – 2011

A global leader in photorealistic 3D graphics acquired in 2008 by Nvidia a public, \$200+ billion semiconductor manufacturer of visual and mobile computing solutions

Senior Product Manager

Developed and maintained strategic client partnerships with multi-billion dollar film studios and SaaS software vendors. Managed PMs and aligned them with engineering. Adapted customer discoveries to generate insights, analyzed user needs qualitatively/quantitatively as a basis for product vision and strategy. Negotiated tough situations, mediating conflict internally and in external relationships that ultimately fostered partnerships and collaboration within an organic organizational structure. Effectively communicated complex technical and business concepts and product vision internally and externally.

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

Key Contributions and Accomplishments:

- **Increased user base 50-fold in 2 years** by becoming customer-obsessed and negotiating the inclusion of software APIs in partner's product release, improving customer (end user) experience informed by data-driven needs analysis; designed and facilitated training around the globe.
- **Increased client product adoption by 100%** by actively listening to and including client partners, building trust and consensus, keeping all parties in the loop, defined initiatives by analyzing market trends, using my well informed instincts, and by sharing the long-term product vision and strategy.
- **Improved product by focusing team efforts on user outcomes.** Identified customer pain points to cross-functional teams. Developed outcome-based roadmaps and actionable release-plans.

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

2001–present

Consultant • Artist**Consulting Projects:**

Developed web-based instructional guides for Nvidia's Mental Ray • Researched and edited Medicare guidelines, Willis Towers Watson • Assembled mitigating evidence as a humanizing, empathic, psycho-biographical story of capital defendant's life for the penalty phase of capital trial, Capital Case Project.

Interactive Artwork:

Reflections of light–mixed media: woven fiber, gesso, gold leaf, microprocessor, sensor controlled LEDs, and fiber optics. Influenced by the exploration of Pre-Colombian artifacts and Amazonian Shipibo vocables rendered visible as intricate, interlocking, graphic patterns. (www.studiolaurascholl.com)

 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, animation studios

Senior Technical Director • Artist • Look Development Lead – Post-Production

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

FILM CREDITS: “Charlotte’s Web” • 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 and Computer Graphics

ACADEMIC HONORS: Ford Foundation Fellowship, BFA cum laude

 COMMUNITY INVOLVEMENT

Board of Directors, Leadership: **AIGA** Wichita–Treasurer

Director, **Women Who Code** (WWC), Wichita Network

Maker Academy (STEAM) Past Program Director, **MakeICT**–Maker Space