

Laura M. Herman

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EDUCATION

Oxford Internet Institute, Oxford University, Oxford, UK *MSc Social Science of the Internet + DPhil Information, Communication, and the Social Sciences*

OCT 2020 – JUNE 2024 (EXPECTED)

Relevant Coursework: Cultural Analytics; Digital Ethnography; Qualitative Data Analysis; Statistical Research Methods; Social Dynamics of the Internet; Internet Technologies & Regulation; Digital Social Research Methods; Science & Technology Studies; Experimental Approaches; Foundations of Data Visualization

Princeton University, Princeton, NJ *A.B. Psychology; Certificates in Neuroscience, Cognitive Science, and Cultural Studies*

SEPT 2014 - JUNE 2018 | **GPA: 3.8, Cum Laude**

Departmental Thesis Award: George A. Miller Prize in Cognitive Science

Relevant Coursework: (COS 436) Human-Computer Interface Technology; (ENE 475) Human Factors – Psychology for Engineering; (ENT 201) Creativity, Innovation, and Design; (PSY 251) Quantitative Research Methods; (COS 126) General Computer Science; (ART 252) Art as Science/Science as Art

University of California, Berkeley — *Fundamentals of Human Factors & Ergonomics*

FALL 2019 | **GPA: 4.0**

Certificate program for ergonomic engineering and technical human factors.

Duke University, Paris — *Neurohumanities Program*

SUMMER 2015 | **GPA: 4.0**

Neuroscience, psychology, art, and music seminar courses.

Harvard University, Cambridge — *Neuroscience & Psychology Coursework*

SUMMER 2012, SUMMER 2013 | **GPA: 4.0**

EXPERIENCE

Adobe, San Francisco — *Experience Researcher*

JULY 2018 - PRESENT

Experience Researcher, Creative Cloud & Emerging Products

- Managing a team of researchers and strategists across Adobe's Creative Cloud, including emerging products under development for new audiences

- Creating cross-product experience plans that drive strategy for all Creative Cloud desktop applications, mobile applications, and services
- Building partnerships with key product, design, and engineering decision-makers to ensure the prioritization of user needs & expectations
- Developing and executing replicable research protocol for all new products, including longitudinal research, beta programs, concept testing, and risk mitigation
- Implementing an inherently international, inclusive, and accessible approach

Experience Researcher, Illustrator Ecosystem

- Led user research for all graphic design products, including Adobe Illustrator and Illustrator on the iPad.
- Launched a novel research framework for a private Beta program, including quantitative surveys, weekly UX insights, benchmark testing, qualitative user interviews, international feedback, and a longitudinal study.
- Conducted in-depth ethnographic workflow study in six cities in Japan & America, with impact for teams across the organization.
- Assessing product readiness and performing risk mitigation, including concept testing, usability testing, and diary studies, producing product strategy and design recommendations.
- Performing research on the software's ergonomics, accessibility, interoperability, learnability, and culturalization.

Experience Researcher, Photoshop on the iPad

- Led, planned, and conducted dozens of concept tests, usability tests, and ethnographic research with over 215 participants.
- Organized and executed a month-long longitudinal study with two groups of target users, including ethnographic interviews, contextual inquiries, usage analytics, diary coding, and quantitative survey design.
- Presented a set of design recommendations for each research study; collaborated with designers to implement design changes.
- Integrated research findings into engineering tracking pipeline and company-wide product feature prioritization roadmap.
- Presented research findings to Adobe's CTO, CPO, and CEO.

Experience Researcher

- Led user-centered research for company-wide VR creativity tool efforts.
- Executed benchmark tests, ethnographic research, concept tests, and usability tests for Project Aero, a design-oriented AR authoring tool.
- Developed a human-centered design pattern, informed by several research studies, that forms a framework for multisensory spatial computing.
- HCI research collaborations with academic affiliates at Harvard, MIT, Boston University, Stanford, and University of British Columbia, resulting in several publications and presentations at top-tier venues.

Intel, Portland — *User Experience Research Intern*

JUNE 2017 - SEPT 2017

- Completed rigorous quantitative and qualitative analyses of user biases in diversity-centric VR environments; project exhibited at SXSW and the Sundance Film Festival.
- Ideated, planned, and fully executed a VR study; evaluated using controlled biometric, qual, and quant analyses.
- Performed multiple heuristic and usability tests for smart home technologies, reporting directly to principal project engineers.
- Provided landscaping and segmentation for current and emerging social VR capabilities.
- Created a multi-pronged heuristic evaluation template for use in all internal VR studies.

- Produced latency and accuracy KPIs to inform technical decompositions for over a dozen AI and machine learning use cases.

**Princeton University Psychology and Neuroscience Departments,
Princeton — Undergraduate Researcher**

SEPT 2015 - JUNE 2018

- Developed experimental design, directed trials (psychophysics, fMRI, EEG, etc.) of human subjects, and analyzed data, resulting in advances for neuropsychological cognitive research and computer vision techniques.

**Université Paris Descartes Laboratoire Psychologie de Perception,
Paris — Streicker Fellow**

JUNE 2016 - SEPT 2016

- Formulated hypotheses, assisted in data collection, and performed analyses for three ongoing sub-projects within an international collaboration on visual attention research.
- Collaborated with Paris-based artists to create head-mounted displays that alter motion perception by creating equiluminance, which were subsequently exhibited at the Tate Gallery.

**Harvard University Vision Sciences Laboratory, Cambridge —
Research Assistant & Data Analyst**

MAY 2012 - SEPT 2014

- Assisted in data collection and experimental procedure for ongoing psycho-physical projects.
- Independently developed a novel multisensory experiment with significant results; published and presented at numerous conferences on behalf of the laboratory.

**AWARDS &
FELLOWSHIPS**

George A. Miller Thesis Prize in Cognitive Science

Princeton Department of Psychology Cum Laude

Streicker International Fellowship

Innovation Magazine's 25 Under 25

American Academy of Neurology Neuroscience Research Prize

Princeton's Office of the Dean of the College Undergraduate Research Award

Art & Design of Science Award

American Synesthesia Association Student Award

**PEER-REVIEWED
PUBLICATIONS**

Malpica, S., Masia, B., **Herman, L.M.**, Wetzstein, G., Eagleman, D., Gutierrez, D., Bylinskii, Z., Sun, Q. (2020). Altering interval time perception: the inverted effect of asemantic visual features. *PNAS*. [Under Review.]

Herman, L. M., Spratt, E., & Todorov, A. (2021). Art and Visual Perception: Artistic Practice Linked to Improvements in Perceptual Reorganization, *Translational Issues in Psychological Science*. [Under review.]

Herman, L. M. & Hwang, A. (2021). Towards a Viewer-Defined Conception of Online Visual Creativity. In *Proceedings of the 2019 on Creativity and Cognition*. ACM.

Zhao, N., Bylinskii, Z., Kim, N. W., Pfister, H., Lau, R., **Herman, L. M.**, & Echevarria, J. (2020). ICONATE: An Automated Approach for Compound Icon Generation and Ideation. In *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems*. ACM.

Malpica, S., **Herman, L.M.**, Wetzstein, G., Bylinskii, Z., Masia, B., Eagleman, D. Sun, Q. (2020). Has half the time passed? Investigating time perception at long time scales in Virtual Reality. *Journal of Vision*.

Herman, L. M., & Sherman, J. (2019). Virtual Nature: a Psychologically Beneficial Experience. In *Proceedings of the 2019 Human-Computer Interaction International Conference*.

Herman, L. M., & Hutka, S. (2019). Virtual Artistry: Virtual Reality Translations of Two-Dimensional Creativity. In *Proceedings of the 2019 on Creativity and Cognition* (pp. 612-618). ACM.

Epstein, M., & **Herman, L. M.** (2019) Location-Based Augmented Reality Journalism and Civic Participation, In *Proceedings of the 10th Media in Transition Conference*.

Herman, L. M., & Spratt, E. (2019). *The Sensus Comunitatis and the Eye: Reexaminations of Visual Perception and Artistic Practice*, *Kunsttexte*. [In press.]

Connolly, S., Connolly, D., Cleary, A., **Herman, L. M.**, & Cavanagh, P. (2017). Build Your Own Equiluminance Helmet. *i-Perception*, 8(4), 2041669517716467.

Herman, L. M., Suchow, J., & Alvarez, G. (2013). Frequency-based synesthetic associations between letters and colors. *Journal of Vision*, 13(9), 880.

OTHER PUBLICATIONS

Herman, L. M. (2021). "10 Key Steps to a Successful Product Beta Program," XD Ideas.

Herman, L. M. (2020). "From mind to canvas: Creating art with Synesthesia," Adobe Blog.

Herman, L. M. (2018). "My Path to Human-Centered Design," Princeton University Human-Computer Interaction Lab.

Herman, L. M. (2013). "Synesthesia" Definition, *Encyclopedia Britannica*.

INVITED TALKS & WORKSHOPS

London User Experience Meetup (Hosted by Adobe XD), Speaker & Workshop Lead

APRIL 2021

Princeton University VIS326: Notes on Color taught by [James Welling](#), Guest Lecturer

NOVEMBER 2020

[Adobe MAX](#) Illustrator Team, Speaker

OCTOBER 2020

[San Francisco Mayor's Office of Civic Innovation](#) Learning Lab, Speaker

OCTOBER 2020

[Augmented World Expo](#) Invited Talk, "Multisensory Perception in XR: Insights from Neuroscience and User Research," Speaker

MAY 2020

University of California, Berkeley's [School of Information](#): Introduction to Human-Computer Interaction Course, Guest Lecturer

NOVEMBER 2019

[OpenIDEO](#) Design Research Workshop, Speaker & Workshop Lead

AUGUST 2019

[99U Conference](#) iPad Design Workshop, Workshop Lead

MAY 2019

[Princeton Design Research Day](#), Panel Moderator

MAY 2019

[Adobe Photoshop](#) Design Research Workshop, Speaker & Workshop Lead

JANUARY 2019

Design Thinking Workshop with [Pop! Design](#), Facilitator

JUNE 2017

White House Women in STEM Roundtable, Speaker

MAY 2014

CONFERENCE PRESENTATIONS

Vision Sciences Society Annual Meeting

Virtual (originally St. Pete's Beach, FL)

JUNE 2020

Augmented World Expo

Virtual (originally Santa Clara, CA)

MAY 2020

ACM SIGCHI Conference on Human Factors in Computing Systems Virtual (originally Honolulu, HI)	APRIL 2020
Human-Computer Interaction International Conference Orlando, FL	JULY 2019
ACM Creativity & Cognition Conference San Diego, CA	JUNE 2019
Massachusetts Institute of Technology Media in Transition Conference Cambridge, MA	MAY 2019
Renaissance Society of America Annual Meeting Toronto, ON	MARCH 2019
NSF Awareness to Action: Science, Art, and Sustainability Princeton, NJ	FEB 2018
New Social Entanglements: Mixed Reality Portland, OR	JUNE 2017
Vision Sciences Society Annual Meeting St. Pete Beach, FL	MAY 2017
Synesthesia and Cross-Modal Perception: an International Conference Dublin, IE	APRIL 2016
Sorbonne Neurohumanities Conference Paris, FR	JUNE 2015
American Academy of Neurology Conference Columbus, OH	OCT 2014
International Conference on Cognitive and Neural Systems Boston, MA	JUNE 2013
American Synesthesia Association Annual Meeting Toronto, ON	MAY 2013
Vision Sciences Society Annual Meeting Naples, FL	MAY 2013

**SERVICE &
LEADERSHIP**

Pro Bono Research Lead – *City of San Francisco Department of Homelessness & Supportive Housing*

Research Mentor – *Adobe Creative Residency*

Technical Paper Reviewer – *IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR)*

Committee Member – *Princeton Executive Committee on Recent Alumni Engagement*

Young Alumni Committee Chair – *Princeton Club of Northern California*

Regional Vice President – *Princeton Class of 2018*

Council Member – *Adobe Design Community Council*

Committee Member – *ODC Dance Company*

Pro Bono Research Lead – *Walking Cinema (funded by the National Endowment for the Humanities)*

Interviewer – *Princeton Alumni Schools Committee*

Mentor – *Princeton Women in STEM*

President – *Pi Beta Phi NJ Alpha Chapter*

Board Member – *Princeton Art Museum Student Advisory Board*

President & Co-Chair – *Fashion Speaks, Service in Style*

Leadership Committee Member – *Ivy Club*

Mentor – *Princeton Women’s Mentorship Program*

Research Committee Member – *Princeton Neuroscience Network*

Committee Chair – *Wilson College Council*

PRESS

“How Laura Herman is Addressing the Affordable Housing Crisis”

[Adobe](#) | JUNE 2019

“My Path to Human-Centered Design”

[Princeton HCI Lab Blog](#) | APRIL 2018

“Scientific Splendor: the Art of Science”

[Wall Street Journal](#) | MARCH 2018

“25 Under 25”

[Innovation Magazine](#) | SEPTEMBER 2014

“Girls Rule at White House Science Fair”

[Obama White House Archives](#) | MAY 2014

“Better than Tinted Shades: Why Some People See Time and Taste Music”

[National Public Radio](#) | SEPTEMBER 2013

“Tasting Words; DNA Art; Neuroscience on the Small Screen”

[New York Times](#) | MAY 2013

“Young Scientist has a Colorful ‘Superpower’ – and She Wants to Know Why”

[Sun-Sentinel](#) | MARCH 2013

EXHIBITIONS

The Tate

London, UK | MARCH 2018

The Art of Science

Princeton, NJ | MARCH 2018

Ars Electronica

Virtual .ART Domains | SEPTEMBER 2020