

# Laura M. Herman

[lauramariahherman@gmail.com](mailto:lauramariahherman@gmail.com) | +1 954.849.8525 | +44 7827553090  
<http://lauramherman.work>

## 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 human factors and human-centered ergonomics.

### **Harvard University, Cambridge — *Neuroscience & Psychology Coursework***

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

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## EXPERIENCE

### **Adobe, San Francisco — *Experience Research Lead***

JULY 2018 - PRESENT

#### **Experience Research Lead, 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**

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Webby Award – Creative Production App People’s Voice Winner

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

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**PEER-REVIEWED  
PUBLICATIONS**

**Herman, L. M.** 2021. Remixing, Seeing, and Curating: Algorithms’ Influence on Human Creativity. In *ACM Creativity & Cognition ’21*, June, 2021, Virtual.

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. *PLOS One*. [Under Review.]

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

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**Herman, L. M.** and Molly Bloom. 2021. "What Can Tech Learn from Crip Futurity?" Hot Spots, *Journal of Cultural Anthropology*, July, 2021.

**Herman, L. M.**, Bloom, M., Era, N., Kazerooni, F., Meckler, L., Ellis, E., & Siegel, E. (2021). "A Practical Guide to Inclusive Research," Inclusive Research Guide.

**Herman, L. M.**, Bloom, M., Era, N., Kazerooni, F., Meckler, L., Ellis, E., & Siegel, E. (2021). "Centering Perspectives from People with Disabilities in Inclusive Research," Inclusive Research Guide.

**Herman, L. M.**, Bloom, M., Era, N., Kazerooni, F., Meckler, L., Ellis, E., & Siegel, E. (2021). "Reaching out to Disability Communities for Inclusive Research," Inclusive Research Guide.

**Herman, L. M.**, Bloom, M., Era, N., Kazerooni, F., Meckler, L., Ellis, E., & Siegel, E. (2021). "Preparing for Inclusive Research with People with Disabilities," Inclusive Research Guide.

**Herman, L. M.**, Bloom, M., Era, N., Kazerooni, F., Meckler, L., Ellis, E., & Siegel, E. (2021). “Running Inclusive Research with People with Disabilities,” Inclusive Research Guide.

**Herman, L. M.**, Bloom, M., Era, N., Kazerooni, F., Meckler, L., Ellis, E., & Siegel, E. (2021). “Inclusive Research Synthesis & Share-Out,” Inclusive Research Guide.

**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

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**XXVI Conference of the International Association of Empirical Aesthetics at the City University of London, Speaker**

SEPTEMBER 2021

**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

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**CONFERENCE  
PRESENTATIONS**

**ACM Creativity & Cognition Conference**

Virtual

JUNE 2021

**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**

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**Trustee, Board of Trustees** – Eastside Educational Trust

**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)*

**Collection Editor** – *Technology and Anthropological Ways of Knowing for the Journal of Cultural Anthropology*

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

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

**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*

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**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

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**The Tate**

London, UK | MARCH 2018

**The Art of Science**

Princeton, NJ | MARCH 2018

**Ars Electronica**

Virtual .ART Domains | SEPTEMBER 2020