



Lara Schenck notlaura.com (<https://notlaura.com>)

Prospective Ph.D. Student

Industry leader in web development seeking to transition from a software engineering career to HCI and computing education research.

Research interests include:

- Vocational computing education
- Participatory design with marginalized adult communities
- Declarative and domain-specific programming languages

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[Github](http://github.com/laras126) (<http://github.com/laras126>) • [LinkedIn](http://linkedin.com/notlaura) (<http://linkedin.com/notlaura>)

EDUCATION

B.F.A. School of the Museum of Fine Arts at Tufts University – GPA 3.62

2009 - 2011

Self-directed, studio-based curriculum focused in animation and educational game design; Elective coursework in Python Game Development and Reasoning & Critical Thinking; Internship in open source web development.

University of Colorado at Boulder

2007 - 2009

Fine arts major with a focus in printmaking; Transferred after sophomore year for more flexibility in fine arts curriculum in order to pursue interest in games and digital media.

COMMUNITY

Volunteer – TEALS PROGRAM

2021 - PRESENT

Provide instructor support twice per week for Intro to Computer Science at Westinghouse Academy, a public school in the Homewood neighborhood of Pittsburgh.

Technical Advisor & Web Developer – SUPREME NETWORK GLOBAL

2021 - PRESENT

Develop web platform and provide instruction around digital literacy for a membership network empowering formerly-incarcerated people with financial empowerment and mentorship opportunities.

Open Source Contributor – WORDPRESS CORE

2019 - PRESENT

Facilitate weekly meetings of the Core CSS team, devise and oversee and contribute code to long term projects improving the health and maintainability of the WordPress Core CSS code-base.

Racial Justice Organizing – WHAT'S UP PITTSBURGH

2019 - PRESENT

Participate in the core organizing group and mentorship program of the local Pittsburgh chapter of Showing Up for Racial Justice. Co-organized and led group session focused on racial justice in tech.

Conference Speaker – INTERNATIONAL

2014 - PRESENT

Compelling presentation of CSS algorithms research and educational topics at industry conferences.

- *Generative Art With FizzBuzz in CSS* (invited) at CodeDay – online, 2021
- *CSS Algorithms* at Frontend United (invited, canceled) – Minsk, 2020
- *CSS Algorithms* at StrangeLoop – St. Louis, 2019
- *Is CSS a Programming Language?* at Abstractions – Pittsburgh, 2019
- *CSS Algorithms* at JS Conf US – San Diego, 2019
- *Writing CSS Algorithms* at CSS Camp – Barcelona, 2019
- *Algorithms of CSS* at CSS Day (invited) – Amsterdam, 2019
- *CSS is a Programming Language* at WordCamp Montclair (invited) – Montclair, NJ, 2019
- *Bridging the Gap Between Design & Development with CSS Algorithms* at WordCamp US – Nashville, 2018
- *Understanding Today's CSS with Algorithms* at SIGNAL (invited) – San Francisco, 2018
- *The Algorithms of CSS* at js.la – Los Angeles, 2018
- *The Algorithms of CSS* at CSSConf EU – Berlin, 2018
- *Let's Build A Gutenberg Block Workshop* at WordCamp EU – Belgrade, 2018
- *Let's Build A Gutenberg Block* at WordCamp San Diego – San Diego, 2018
- *The Five-figure WordPress Website* at Abstractions – Pittsburgh, 2016
- *Vetting and Choosing Themes* at WordCamp Pittsburgh – Pittsburgh, 2016
- *Why the Designer Failed FizzBuzz* at SassConf – Austin, 2015
- *Sassy WordPress* at WordCamp Montreal – Montreal, 2014
- *Freelancing, Real Talk* at WordCamp NYC – New York City, 2014

Tech Meetup Organizer and Mentor

2014 - PRESENT

Active member of local software development communities, volunteering time to mentor and tutor people entering the tech industry.

- Learn Teach Code, Mentor – Los Angeles and online, 2017-Present
- Global Diversity CFP Day, Co-Organizer – Pittsburgh, 2019
- Write Speak Code, Mentor – Los Angeles 2017-2019
- Global Diversity CFP Day, Mentor – Los Angeles, 2018
- WordCamp LA, Volunteer coordinator and organized collaboration with Learn Teach Code – Los Angeles, 2018
- CSS.la, Founder and organizer – Los Angeles, 2017-2019
- CodePen Meetup NYC, Founder and organizer – New York City, 2014-2016
- WordPress NYC, Regular presenter and mentor – New York City, 2014-2016

Web Developer – CENTER FOR ARTISTIC ACTIVISM

2017 - PRESENT

Development, ongoing maintenance, and technical advising for the C4AA on their WordPress website and donation platform.

RESEARCH

CSS Algorithms – INDEPENDENT

2017 - PRESENT

Independent research into what is a programming language vs. what developers think is a programming language. Invented the concept of CSS algorithms to teach the declarative paradigm and to encourage an inclusive understanding of programming among industry developers.

- Paper (draft): *Is C more of a Programming Language than Python? Exploring Cognitive Bias In Programming Language Perception* – Collaboration with Felienne Hermans to report results of [an experimental survey](https://laras126.github.io/pls-webapp/) (<https://laras126.github.io/pls-webapp/>).
- Conferences: Presented research at conferences internationally from 2018-2019. [Video here](https://notlaura.com/speaking/) (<https://notlaura.com/speaking/>).
- Workshop: [Generative Art With FizzBuzz in CSS](https://notlaura.com/speaking/generative-art-with-fizzbuzz-in-css/) (<https://notlaura.com/speaking/generative-art-with-fizzbuzz-in-css/>) – Designed 1 hour workshop for intermediate-level high school students attending Code Day 2021 online. Developed pre-post survey to evaluate effectiveness of learning objectives.
- Tutorials & Articles: [CSS Is A Declarative, Domain-Specific Programming Language](https://notlaura.com/css-is-a-programming-language/) (notlaura.com/css-is-a-programming-language/), [Is CSS Turing Complete?](https://notlaura.com/is-css-turing-complete/) (<https://notlaura.com/is-css-turing-complete/>), [Writing CSS Algorithms](https://notlaura.com/writing-css-algorithms/) (notlaura.com/writing-css-algorithms/)

Larva UI Framework – PENSKE MEDIA CORPORATION

2018 - PRESENT

Conceived of and implemented a UI system, suite of build tools, and standards to speed up front-end development, reduce technical debt, and to deploy shared modules across a network of sites. Implemented the concept of CSS algorithms.

- Conducted need-finding interviews with engineers, designers, and product managers
- Presented design system concepts and value proposition to executives; got buy-in
- Created and tested prototypes to inform architecture
- Implemented CSS algorithms as a core piece of the CSS architecture along with utility-forward CSS library
- Conducted monthly "Larva Chats" with engineering and product for knowledge sharing and feedback collection
- Outlined development of system in informal blog post series entitled [Designengineering Chronicles](https://notlaura.com/designengineering-chronicles/) (<https://notlaura.com/designengineering-chronicles/>)
- Created proof-of-concept for visual regression testing; currently working to automate it
- Devised and developed tools for product and designers to communicate more effectively with engineering using the system nomenclature

PROFESSIONAL Senior Software Engineer – PENSKE MEDIA CORPORATION

2018 - PRESENT

Full stack web engineering for high-traffic, enterprise WordPress websites on a product and engineering team of about 80 people. Successfully led and deployed

re-platform and upgrade initiatives across a network of 25 sites. Advocate for diversity, equity, and inclusion in team culture, hiring, and compensation.

Web Development Instructor

2013 - 2018

Developed curriculum and instructed web development in the forms of one-on-one tutoring, independently organized courses, and workshops for a variety of institutions.

- University of Southern California, WordPress Development – Los Angeles, 2018
- Girl Develop It, Workshop Instructor – National, 2015-2018
- Pratt Institute of Design, UI/UX Prototyping in Code and Coding I-II – New York City, 2015-2016
- [Tacklebox School \(https://tacklebox.teachable.com/\)](https://tacklebox.teachable.com/), independently organized courses and tutoring – online, 2015-2016
- Decoded, Code in A Day Facilitator – New York City, 2014-2016
- Noble Desktop, WordPress.org and Tutoring – New York City, 2015
- CSS-Tricks, "Office Hours" Facilitator and Organizer – online, 2015
- General Assembly, Front-end Web Development Lead Instructor – New York City, 2014
- Saxifrage School, Intro to Web Development Co-Instructor – Pittsburgh, 2013

Independent Consultant – LARA SCHENCK, LLC

2011 - 2017

Contract front-end and WordPress development and training for startups and small to large businesses and web development agencies.

Game Design Assistant – INSTITUTE OF PLAY

2013 - 2014

Support for the development of game-like curricular materials in the Mission Lab at Quest to Learn, a NYC public middle and high school that focuses on systems thinking and game-like learning. Collaborate with team of game designers and educators to produce digital and non-digital game cv/assets.

SKILLS

CSS, HTML, JavaScript, Node.js, React, PHP, WordPress, Git, Shell Scripting, PHPUnit, Jest, Webpack, Gulp, Accessibility, Mobile-first development, Design systems, Navigating large code-bases, Working in legacy code, Learning new tools/frameworks/languages

HOBBIES

[Illustrating monsters \(https://notlaura.com/monsters/\)](https://notlaura.com/monsters/), Running, Biking, Hiking, Gardening, Language learning (Spanish & Nepali), Zines, Reading, Tennis, Independent study of programming languages and abstract math (category theory, graph theory, set theory, ML, Rust, Elm, Future of Coding)