



Lara L. Schenck *she/her* notlaura.com (<https://notlaura.com>)

Artist and software developer now researching nontraditional pathways to computing careers.

- Broadening participation in computing
- Workforce development and communities of practice

lara@notlaura.com • (724) 244-2491 • Atlanta, GA • [Github](http://github.com/laras126) (<http://github.com/laras126>)

EDUCATION

Georgia Institute of Technology

2022 - PRESENT

P.h.D. in Human-Centered Computing

- Advisor: Dr. Betsy DiSalvo
- Focus: learning sciences, broadening participation in computing, workforce development

School of the Museum of Fine Arts at Tufts University – GPA 3.62

2009 - 2011

Bachelor of Fine Arts

- Focus: animation, educational game design
- Internship in open source web development

RESEARCH

Culture & Technology Lab – GEORGIA INSTITUTE OF TECHNOLOGY

2022 - PRESENT

Graduate Research Assistant working on [DataWorks](https://dataworkforce.gatech.edu) (<https://dataworkforce.gatech.edu>).

Independent

2017 - 2022

Independently organized research into programming languages and gatekeeping in CS. Collaboration with Dr. Felienne Hermans.

- Presented research at conferences internationally.
- Designed a survey with Dr. Hermans and collected responses to understand how developers construct their understanding of what is and is not programming.

AWARDS

President's Fellowship – GEORGIA INSTITUTE OF TECHNOLOGY

2022

PROFESSIONAL

Senior Principal Software Engineer – PENSKE MEDIA CORPORATION

2018 - 2022

Full stack web engineering and technical leadership on a product and engineering team of 80 people maintaining a network of 25+ high traffic websites.

- Conceived of and developed UI system, build tools, testing, and standards to speed up front-end development, reduce technical debt, and deploy shared modules across the network.
- Developed tools to improve product and design communication with engineering.
- Led and deployed re-platform and upgrade initiatives across the network.
- Advocated for diversity, equity, and inclusion in team culture, hiring, and compensation.
- Promoted from Senior Software Engineer.

Lead Instructor

2013 - 2018

Developed curriculum and instructed web development courses for adult learners with nontraditional backgrounds.

- **University of Southern California**, WordPress Development – Los Angeles, 2018
- **Girl Develop It**, multiple workshops – National, 2015-2018
- **Pratt Institute of Design**, UI/UX Prototyping in Code and Coding I-II – NYC, 2015-2016
- **Decoded**, Code in A Day – NYC, 2014-2016
- **Tacklebox School** (<https://tacklebox.teachable.com/>), online courses, 2015-2016
- **Noble Desktop**, WordPress.org – NYC, 2015
- **General Assembly**, Front-end Web Development Lead Instructor – NYC, 2014

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

Supported the development of game-like curricular materials at a public middle and high school. Collaborated with game designers and educators to produce digital and non-digital game assets.

VOLUNTEER

Technical Advisor – SUPREME NETWORK GLOBAL

2021 - PRESENT

Advise CEO of a membership network empowering formerly-incarcerated people with financial and mentorship opportunities.

CS Classroom Volunteer – MICROSOFT TEALS

2021 - 2022

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

Open Source Contributor – WORDPRESS CORE

2011 - 2022

Active member, organizer, and contributor in open source WordPress communities.

- Facilitated weekly Core CSS team meetings to oversee and contribute code to long-term projects improving the maintainability of the WordPress Core CSS code-base – 2019-2022

Racial Justice Organizing – WHAT'S UP PITTSBURGH

2018 - 2022

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

Web Developer – CENTER FOR ARTISTIC ACTIVISM

2017 - 2022

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

SPEAKING

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* 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 – NYC, 2014

**COMMUNITY
OUTREACH**

Mentor, Learn Teach Code – Los Angeles and online, 2017-2021; **Co-Organizer**, Global Diversity CFP Day – Pittsburgh, 2019; **Mentor**, Write Speak Code – Los Angeles, 2017-2019; **Mentor**, Global Diversity CFP Day – Los Angeles, 2018; **Co-Organizer**, WordCamp LA – Los Angeles, 2018; **Founder and organizer**, CSS.la – Los Angeles, 2017-2019; **Founder and organizer**, CodePen Meetup NYC – NYC, 2014-2016; **Facilitator** CSS-Tricks, "Office Hours" – online, 2015; **Mentor, Presenter**, WordPress NYC Meetup – NYC, 2014-2016

**TECHNICAL
SKILLS**

WordPress, JavaScript, HTML & CSS, Node.js, React, PHP, Python, Git, Shell scripting, Unit test & build tools, Accessibility, Mobile-friendly development, Design systems, Software architecture

HOBBIES

[Illustrating monsters \(https://notlaura.com/monsters/\)](https://notlaura.com/monsters/), Learning Nepali language, Running, Biking, Hiking