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

Prospective Ph.D. Student

Industry leader in web development seeking to transition from software engineering to computing education research.

Research interests include:

- Computing education for under-served adult communities
- Critical perspectives on CS education
- Declarative and domain-specific programming languages

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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

Mentorship Program Coordinator – SUPREME NETWORK GLOBAL
2021 - PRESENT

Developing mentorship program to support formerly incarcerated individuals as they learn computer and entrepreneurship skills.

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 that 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/).
- Conferences: Presented research at conferences internationally from 2018-2019. Video here (https://notlaura.com/speaking/).
- Workshop: 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 (notlaura.com/css-is-a-programming-language/)*, *Is CSS Turing Complete? (https://notlaura.com/is-css-turing-complete/)*, *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 *Designgineering Chronicles* (https://notlaura.com/designgineering-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

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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/), 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 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

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HOBBIES

Illustrating 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)