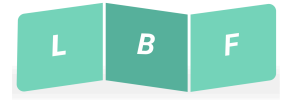# LAURA BETH FULTON

Human-Computer Interaction, Gamer and Researcher

I'm a researcher at heart. I strive to create products to improve social connection.

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EXPERIENCE

Human Computer Interaction Institute
Pittsburgh, PA
RESEARCHER Oh!Lab Gaming + Data Interaction Groups   SEPT. 2019 – Present

Leading a team in creating an online computer vision game entailing UX, game design, playtest studies, and analytics research. First authored ACM CHI paper "Getting Playful with Explainable AI: Games with a Purpose to Improve Human Understanding of AI."

Electronic Arts Inc. (EA)
Redwood City, CA
PRODUCT MANAGER II Game Creation Experience   AUG. 2018 – AUG. 2019

Drove an initiative to improve the development pipeline for EA Studios. Interviewed Development Directors to understand pain-points where generative models could aid creation. Led prioritization of models for testing and defined metrics for analyzing adoption. Presented onstage at EA's CTO All Hands (content NDA).

Apple Inc.
Cupertino, CA
ENGINEERING PROGRAM MANAGER INTERN Siri   MAY 2018 – AUG. 2018

Created mock-ups, voice-interaction user-flows, and produced data-driven insights for Siri. Designed and performed experiments, competitive analyses, and data analytics (Python, Apache Pig, and Tableau). Assisted planning WWDC18 Speech Labs and gathered developer feedback. Proposed features, presenting to an Apple Sr. Director.

Microsoft Corp.
Redmond, WA
PRODUCT DESIGN INTERN Surface Hardware   MAY 2017 – AUG. 2017

Performed design simulations to ensure quality for the now released Surface Slim. Visited China to assist development and meet with suppliers. Improved defective part per million (DPPM) by 4% for the pen designed for professional artists and creators.

SOFTWARE ENGR. & PROGRAM MNGT. INTERN IoT   JUNE 2016 – AUG. 2016

Led Integration of Touch, Display functionality for Windows IoT and created an intuitive 3D printer app to display info for Microsoft printers. Authored open source documentation for Windows community. Won 1st Place at Microsoft Tech Fair.

EDUCATION

Carnegie Mellon University
Pittsburgh, PA
Master of Human-Computer Interaction   JULY 2020

Core Courses: User-Centered Research and Evaluation, Interaction Design Studio I & II, Conversation Models, Programmable User Interfaces, Social Web, Capstone
Activities: Bagpiper w/ CMU Pipes & Drums, Flute Choir Member, Women@SCS Member

University of Pittsburgh
Pittsburgh, PA
Bachelor of Science, Mechanical Engineering   APRIL 2018

Honors: Academic & Honors College Scholar, Grad. Cum Laude
Activities: Symphony Orchestra, Undergraduate TA, IEEE, SWE Member

SKILLS

UX Research: Usability Testing, Heuristic Evaluation, Affinity and Journey Mapping, Rapid Prototyping, Wireframing, Voice Design, Survey Design, Cognitive Walkthrough, Ethnography

Program Management: Data Visualization, Experiment Design, Scoping Features, Issue/Bug Management , A/B Testing, Competitive Analysis, Project Planning, Team Leadership

Software Tools: Qualtrics, Tableau, Google Analytics, Figma, Adobe CC, Unity, JavaScript, Python, Git, SQL, Firebase

SELECT PROJECTS

Lucid Drums VR
2020
Built a VR game for education which leverages hand-tracking and automatic beat recognition. The team won grand prize at Stanford Hackathon for "Most Creative Hack" out of 197 projects.

NewsFeel for Curated Conversation through News
2020
Created research studies to validate prototypes of a news app designed to leverage psychology to reduce cognitive load in finding new perspectives and encourage empathy in discussion.

Design Prototypes for Pitbull Fostering
2019
Led service design research and created mobile-first prototypes for redesign of the fostering application for local Pittsburgh NPO.

IoT AI to Help Kids with Autism
2017
Used facial recognition to detect emotion by leading a team to help therapists coach children with autism.

Pos-Chair IoT Hack to Improve Posture
2016
Won PennApps Best Cloud App for IoT seat cover that gamified helping users see real-time posture (Google Charts, Particle IoT).

LEADERSHIP

She Innovates Co-Founder and Chair
2015 - 2018
Pittsburgh's first all-women's hackathon

Teaching Assistant, Univ. of Pittsburgh
2017 - 2018
Assisted students, designed 'Drone Labs' course experiments

Google Student Ambassador
2015 - 2017
Hosted technical workshops, Q&As and events for campus groups

Girl Scout Gold Awardee
2014
For "Science for Success" project sharing STEM with girls.

National Science Fair Honors
2012 - 2014
STS Semifinalist, Siemens STEM Finalist at MIT, Earned US Patent