

Laura Beth Fulton

Human Factors & User Researcher

Creating products to improve social connection

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Experience

Google • Human Factors Design Researcher

Fulltime, Wearables Hardware Team | May 2021 - Present

Primary Human Factors researcher evaluating physical wear and tactile interactions for a new device. Designs user studies to inform intuitive, useful, and accessible experiences.

contract via Adecco | August 2020 - May 2021

Mixed methods researcher of physical and digital experiences. Created Product Experiment Panel 'PEP' studies to gather anthropometric and qualitative data for form factors with hardware stakeholders. Evaluated thermal comfort and suggested throttle points. Performed research with Dogfood team to assess longterm comfort and speech controls.

Electronic Arts (EA) • Product Manager

Fulltime, Game Creation | August 2018 - August 2019

Established relationships with Studio directors and EA engineers to validate needs and implement a new production tool to share assets. Performed data analysis (PowerBI, SQL), defined KPIs, and planned roadmap. Ask me about: acting onstage during CTO All-Hands, EA's Burns Day celebration, planning the Global Product Manager Summit.

Apple • Engineering Program Manager

Graduate Internship, Siri Speech Team | Summer 2018

Evaluated the intent of Siri speech requests versus their interpretation with data analysis (Python, Apache Pig, and Tableau). Created and tested voice mock-ups by running an internal user study.

Assisted WWDC18 Speech Labs and interviewed developers. Pitched features to a Sr. Director and published updates to [Siri's Speech API](#).

Microsoft • Product Designer | Project Manager

Internships, Microsoft Hardware | Summer 2016 & 2017

Performed CAD mechanical simulations (CETOL, PTC Creo) to ensure quality for the [Surface Slim](#). Visited China to assist development; analysis improved defective part per million (DPPM) by 4%.

Developed touch functionality (C++) over i2C and integrated with display to put Windows 10 on a touchscreen built for Raspberry Pi. Built and demoed a 3D printer monitoring app on the display. [Open sourced project](#) to Windows community (23K+ views) and won 1st place at the Intern Fair

Education

Carnegie Mellon University

Master of Human-Computer Interaction

University of Pittsburgh

Bachelor of Science, Mechanical Engineering

Research & Publications

Carnegie Mellon School of Computer Science

Research Assistant | September 2019 - May 2020

Spearheaded game playtesting and analytics research.

ACM CHI paper "[Getting Playful with Explainable AI...](#)"

University of Pittsburgh

Research Assistant | September 2014 - April 2018

Clinical research on corrosion resistance for bone regeneration; [ACM Biomaterials](#), [European Cell Journal](#).

Built computational models to predict heat transfer.

Won Best Poster at the [International Conference on Thermoelectrics](#) and published in [Energy](#).

University of Pennsylvania

1 of 10 NSF Summer Nano/Bio Fellows | Summer 2015

Fabricated 2D material to detect DNA translocations.

Published in [ACS Nano](#) and [APS Journal](#), and presented as plenary speaker at Harvard's National Collegiate Research Conference (NCRC).

Select Projects