

LAURA BETH FULTON



Human-Computer Interaction, Product Design & Strategy

I create products that are accessible and socially engaging.

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EXPERIENCE

Human Computer Interaction Institute

Pittsburgh, PA

RESEARCHER AI Visualization Group

SEPT. 2019 – Present

Leading a team in creating an online computer vision game entailing UX, game design, and analytics research. The result was first authoring 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

Part of an internal team focused on game creation technology for upcoming platforms. Facilitated prioritization for testing models, defined metrics for adoption, and engaged EA Studio Directors to focus opportunities. Presented at EA's CTO All Hands.

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 conducted experiments, competitive analyses, and performed data analytics with 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

Created CAD models and performed simulations to ensure quality, and delivered statistical analyses. Visited Shanghai and Hong Kong to assist development of a product build and meet with suppliers. Improved defective part per million (DPPM) by 4% for the now released Surface Slim.

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, School of Computer Science MAY 2020

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

University of Pittsburgh

Pittsburgh, PA

Bachelor of Science, Mechanical Engineering

APRIL 2018

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

SKILLS

Design: Rapid Prototyping, Journey Mapping, Wireframing, Usability Testing, Heuristic Evaluation, Affinity and Journey Mapping, Voice Design, Task Analysis, Videography + Editing

Program Management: Data Visualization, Experiment Design, Scoping Features, Issue/Bug Management, A/B Testing, Cognitive Walkthrough, Competitive Analysis, Product Strategy

Software Tools: Sketch, Figma, Adobe CC, Keynote, Principle, Tableau, PTC Creo, Solidworks, Unity, JavaScript, Python, Git

SELECT PROJECTS

Lucid Drums VR 2020

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

HomeCare Alexa Skill to Help Caregivers 2019

Provided caregivers a hands-off sleep monitoring system integrated with Amazon Alexa.

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.

Cost-Effective Prosthetic 2017

Prototyped prosthesis to cost \$25 for local child to ride a bike. Documented process with simple instructions to replicate. Our team won Microsoft's Hackathon Hack4Good Challenge.

Pos-Chair IoT Hack 2016

Built an IoT seat cover that graphically helps user see real-time posture with an iOS app. Won Best Cloud Mobile App.

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 Lab' for automatic controls

Microsoft YouthSpark Ambassador 2015 - 2017
Hosted programs in Pittsburgh to encourage kids to try coding.

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