

LAURA BETH FULTON

Human-Computer Interaction, Product Manager & Strategist

I create products that are accessible and socially engaging.

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EXPERIENCE

Human Computer Interaction Institute

RESEARCHER AI Visualization Group

Pittsburgh, PA

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)

PRODUCT MANAGER II Game Creation Experience

Redwood City, CA

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.

ENGINEERING PROGRAM MANAGER INTERN Siri

Cupertino, CA

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.

PRODUCT DESIGN INTERN Surface Hardware

Redmond, WA

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

Master of Human-Computer Interaction, School of Computer Science

Pittsburgh, PA

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

Bachelor of Science, Mechanical Engineering

Pittsburgh, PA

APRIL 2018

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

SKILLS

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

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

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

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.

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.

IoT AI to Help Kids with Autism

2016

Used facial recognition to detect emotion by leading a team to help therapists coach children with autism.

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