

Laura Scholl

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Senior Designer with the ability to provide hybrid/remote/in person, cross-functional leadership and build a team of product managers, designers, and engineers. Motivate and develop trust through self-awareness, active listening, and exploring the viewpoints of others. Advocate for collaboration and the discovery of (internal and external) user needs that support a shared vision and commitment to making the product(s) better.

Voraciously Curious with diverse experience and skills, a quick study—able to learn new concepts, ask a lot of questions, immerse myself into whatever I am doing, and hold myself accountable. Use interpersonal skills to influence teammates to take ownership and become their most successful selves. Maintain composure and a sense of humor in fast-paced, constantly changing environments.

CAREER HIGHLIGHTS

Newman University / Wichita, KS / Hybrid / Remote
Private Liberal Arts University

2015 – present

Assistant Professor Design and Digital Media

- **Facilitate learning in content creation:** human-centered XD/UI, 2D and 3D design, interactive data visualization, visual storytelling, and emerging technologies.
- **Coach, mentor, and influence** by developing strengths and addressing weaknesses through focused constructive feedback, encouraging students/faculty to collaborate and do their best work.
- **Design and create learning content and workflows** for media arts and communications including 2D and 3D design, data visualization, and DCC in video and audio using Adobe CC Creative Suite, Tableau, open source software, and other interactive digital media platforms.
- **Encourage curiosity and lifelong learning** and promote research, storyboarding, rapid iteration and experimentation, learning from failure, and grit.

Leader – Human-Centered Design Thinking

- **Lead re-imagination faculty team-building workshops** around the Future of Education to explore new ways to create value by being customer obsessed, promoting collaboration and interoperability, and integrating technology. Identified gaps and prototyped enhanced educational opportunities to scale enrollments and student retention.
- **Practice facilitative leadership** with faculty across multiple cross-discipline initiatives.
- **Define and track** qualitative and quantitative performance indicators to find trends in engagement.
- **Introduce the use of Slack** as a collaboration tool for student and inter-disciplinary faculty communication in an environment of exiguous technological expertise.

Mental Images GmbH, (Nvidia), Berlin, Germany / Los Angeles, CA / Remote

2007 – 2011

A global leader in physically-based, photorealistic, 3D rendering acquired in 2008 by Nvidia

Senior Product Manager – Media and Entertainment

Developed and maintained strategic B2B client partnerships with DreamWorks, Digital Domain, Lucasfilm, ILM, Autodesk, Dassault Systemes, for material interoperability with MetaSL (MDL). Adapted customer discoveries to generate insights, analyzed user needs qualitatively and quantitatively as a basis for product vision and strategy. Negotiated tough situations, mediating conflict internally and in external relationships that ultimately fostered partnerships and collaboration within an organic organization. Communicated complex technical concepts and product vision internally and externally.

Challenges: Inherited a steadily eroding user base of organization's flagship photorealistic software product with disgruntled film studio and software partners and lagging financial performance.

- **Increased user base 50-fold in 2 years** by becoming customer-obsessed and negotiating the inclusion of software APIs in partner's product release, improving customer (end user) experience informed by data-driven needs analysis; designed and facilitated workflow training around the globe.
- **Increased client product adoption by 100%** by actively listening to and including client partners, building trust and consensus, keeping internal and external stakeholders in the loop, defined initiatives by analyzing market trends, using my well informed instincts, and by sharing the long-term product vision and strategy.
- **Improved product by focusing team efforts on user outcomes.** Identified customer pain points to cross-functional teams. Developed outcome-based roadmaps and actionable release-plans.

Studio Laura Scholl, Los Angeles, CA / Wichita, KS / Remote

2001–present

Consultant • Artist

Consulting Projects:

- Developed web-based workflow guides for Mental Ray in Autodesk's 3DS Max and Maya – Nvidia.
- Researched and edited Medicare guidelines – Willis Towers Watson.
- Assembled mitigating evidence as a humanizing, empathic, biographical story of capital defendant's life for the penalty phase of capital trial – Capital Case Project.

Interactive Artwork:

Reflections of light–mixed media: woven fiber, gesso, gold leaf, microprocessor, sensor controlled LEDs, and fiber optics. Influenced by the exploration of Pre-Colombian artifacts and Amazonian Shipibo vocables rendered visible as intricate, interlocking, graphic patterns. (www.studiolaurascholl.com)

Sony Pictures Imageworks, Culver City, CA • Walt Disney Studios, Burbank, CA

1996–2006

• Digital Domain, Venice, CA • Rhythm & Hues, Los Angeles, CA

Academy Award®-winning, Fortune 100 and mid-sized, digital post-production, animation studios

Senior Technical Director • Artist • Look Development Lead – Film Post-Production

Collaborated with VFX supervisors and directors to create the look of computer graphic elements integrated into live action. Optimized workflow and led and mentored artists to create film sequences on time, within budget, in a fast-paced, deadline-driven, dynamically changing environment.

FILM CREDITS: “Charlotte’s Web” • The Chronicles of Narnia: The Lion, the Witch and the Wardrobe” • “Harry Potter and the Sorcerer’s Stone” • “Hollow Man” • “The ChubbChubbs!” (Oscar® winning animated film short) • “Disney’s Dinosaur” • “The Fifth Element” • (see IMDB)

EDUCATION

Massachusetts Institute of Technology, MIT Media Lab, Cambridge, MA

MSVS: Interactive Media Arts and Sciences; Thesis: “The Transitional Image,” a complex, interactive image, structured in attribute layers, that enable the apprehension of salient information.

University of Massachusetts at Amherst, Department of Fine Arts, Amherst, MA

BFA: Self-directed, interdisciplinary degree: Sculpture and 3D Computer Graphics

ACADEMIC HONORS: Ford Foundation Fellowship, BFA cum laude

COMMUNITY INVOLVEMENT

Board of Directors, Leadership: **AIGA** Wichita–Treasurer

Director, **Women Who Code** (WWC), Wichita Network

Maker Academy (STEAM) Past Program Director, **MakeICT**–Maker Space