

# Laura M. Herman, PhD

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## EDUCATION

### **Oxford Internet Institute, Oxford University, Oxford, UK** *PhD Information, Communication, and the Social Sciences*

OCT 2021 – JUNE 2024

Thesis: Remixing, Seeing, Curating: Algorithms' Influence on Human Visual Creativity  
Funded by: UK Arts & Humanities Research Council, Open-Oxford-Cambridge Doctoral Training Programme Studentship

Dieter Schwarz-OII AI & Work Fellow  
Erasmus University Rotterdam FemLab Fellow  
Zonta International Women in Technology Scholarship Recipient  
Yale University-Paul Mellon Centre Graduate Programme Fellowship

### **Oxford Internet Institute, Oxford University, Oxford, UK** *MSc Social Science of the Internet*

OCT 2020 – JUNE 2021 | **Distinction**

Thesis: Conceptualizing Creativity on Curated Content Platforms: a Longitudinal Study  
Relevant Coursework: Cultural Analytics; Digital Ethnography; Qualitative Data Analysis; Statistical Research Methods; Social Dynamics of the Internet; Internet Technologies & Regulation; Digital Social Research Methods; Science & Technology Studies; Experimental Approaches; Foundations of Data Visualization

### **Princeton University, Princeton, NJ**

*BA Psychology; Certificates in Neuroscience, Cognitive Science, and Cultural Studies*

SEPT 2014 - JUNE 2018 | **Cum Laude**

Departmental Thesis Award: George A. Miller Prize in Cognitive Science  
Relevant Coursework: (COS 436) Human-Computer Interface Technology; (ENE 475) Human Factors– Psychology for Engineering; (ENT 201) Creativity, Innovation, and Design; (PSY 251) Quantitative Research Methods; (COS 126) General Computer Science; (ART 252) Art as Science/Science as Art

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## EXPERIENCE

### **Victoria & Albert Museum — London, UK**

**Curator of Digital Art** (DECEMBER 2025 - PRESENT)

### **Adobe — San Francisco, CA & London, UK**

**Head of AI Research** (JANUARY 2024 - PRESENT)

**Senior Research Lead** (FEBRUARY 2022 - 2024)

**Experience Research Lead, Emerging Products** (JUNE 2021 - 2022)

**Experience Researcher, Design** (JUNE 2019 - 2021)

**Experience Researcher, Photoshop** (JULY 2018 - 2019)

**Intel — Hillsboro, OR, USA**

**UX Researcher** (JUNE 2017 - 2018)

**Princeton University — Princeton, NJ, USA**

**Researcher** (SEPTEMBER 2014 - 2018)

**Harvard University — Cambridge, MA, USA**

**Researcher** (MAY 2012 - 2014)

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## AWARDS & FELLOWSHIPS

Yale University-Paul Mellon Centre Fellowship Programme

United States Fulbright Research Award

UK Arts & Humanities Research Council Doctoral Studentship

Zonta International Women in Technology Scholarship Award

Erasmus University Rotterdam FemLab.Co Affiliate & Fellow

Dieter Schwarz-OII AI & Work Fellow

Webby Award— Creative Production App People's Voice Winner

George A. Miller Thesis Prize in Cognitive Science

Streicker International Fellowship

*Innovation Magazine's 25 Under 25*

American Academy of Neurology Neuroscience Research Prize

Princeton's Office of the Dean of the College Undergraduate Research Award

Art & Design of Science Award

American Synesthesia Association Student Award

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## PEER-REVIEWED PUBLICATIONS

Chateau, L., Arora, P., & **Herman, L.** (2025). Cross-cultural approaches to creative media content in the age of AI. *Media, Culture & Society*, 01634437251328188.

Serban von Davier, T., **Herman, L. M.**, Moruzzi, C. 2024. A Machine Walks into an Exhibit: a Technical Analysis of Art Curation. *Arts*, 13(5), 138.

Burrus, O., Curtis, A., & **Herman, L. M.** 2024. Unmasking AI: Informing Authenticity Decisions by Labeling AI-Generated Content. *ACM Interactions*. [doi.org/10.1145/3665321](https://doi.org/10.1145/3665321)

**Herman, L.M.**, Moruzzi, C. 2024. *The Algorithmic Pedestal: A Practice-Based Study of Algorithmic and Artistic Curation*. *Leonardo*.

Eccles, K., **Herman, L.M.**, Moruzzi, C., & Mustaklem, M. 2024. Introducing the Method of Exhibit-Based Research. *Communication Design Quarterly*. DOI: 10.1145/3627691.3627696.

Chen, N., Sin, F.J., **Herman, L.M.**, Nguyen, C., Song, I., Yoon, D. 2023. Using Online Videos as the Basis for Developing Design Guidelines: A Case Study of AR-Based Assembly Instructions. *Proc. ACM Hum.-Comput. Interact.* 7, ISS, Article 428 (December 2023), 23 pages. <https://doi.org/10.1145/3626464>

**Herman, L. M.** & Arora, P. 2023. Decolonizing Creativity in the Digital Era, *Proceedings of the International Association of Design Research Societies Conference*, doi.org/10.21606/iasdr.2023.307.

**Herman, L. M.** 2023. For Who Page? TikTok creators' algorithmic dependencies, *Proceedings of the International Association of Design Research Societies Conference*, doi.org/10.21606/iasdr.2023.576.

Epstein, Z., Hertzmann, A., Akten, M., Farid, H., Fjeld, J., Frank, M.R., Groh, M., **Herman, L. M.**, Leach, N. and Mahari, R., Pentland, A., Russakovsky, O., Schroeder, H., Smith, A. 2023. Art and the science of generative AI. *Science*, 380(6650), pp.1110-1111.

Epstein, Z., Hertzmann, A., Akten, M., Farid, H., Fjeld, J., Frank, M.R., Groh, M., **Herman, L. M.**, Leach, N. and Mahari, R., Pentland, A., Russakovsky, O., Schroeder, H., Smith, A. 2023. Art and the science of generative AI: A deeper dive. *arXiv*: 2306.04141.

**Herman, L. M.** 2023. Globalized Creative Economies: Rethinking Local Craft, Provenance, and Platform Design. In *Feminist Futures of Work*, pp. 53-60.

Bylinskii, Z., **Herman, L.**, Hertzmann, A., Hutka, S., & Zhang, Y. (2023). Towards Better User Studies in Computer Graphics and Vision. *Foundations and Trends® in Computer Graphics and Vision*, 15(3), 201-252.

**Herman, L. M.** & Moruzzi, C. 2022. Exploring Embodiment's Role in Creativity with Live Artistic Performances. In *Proceedings of the Workshop on the Role of Embodiment in the Perception of Human & Human & Artificial Creativity (TREPHAC 2022) co-located with the 13th International Conference on Computational Creativity (ICCC 2022)*.

**Herman, L. M.** 2022. Algorithms' Impact on Human Artistic Creativity: Doctoral Symposium. In *Proceedings of the 10th Conference on Computation, Communication, Aesthetics, and X*, p. 397.

**Herman, L. M.** & Hwang, A. H. C. 2022. In the Eye of the Beholder: a Viewer-Defined Conception of Online Visual Creativity. *New Media and Society*.

Malpica, S., Masia, B., **Herman, L.M.**, Wetzstein, G., Eagleman, D., Gutierrez, D., Bylinskii, Z., Sun, Q. (2022). Altering interval time perception: the inverted effect of asemantic visual features. *PLOS One*.

**Herman, L. M.** 2021. Remixing, Seeing, and Curating: Algorithms' Influence on Human Creativity. In ACM Creativity & Cognition '21, June, 2021, Virtual.

Zhao, N., Bylinskii, Z., Kim, N. W., Pfister, H., Lau, R., **Herman, L. M.**, & Echevarria, J. (2020). ICONATE: An Automated Approach for Compound Icon Generation and Ideation. In *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems*. ACM.

Malpica, S., **Herman, L.M.**, Wetzstein, G., Bylinskii, Z., Masia, B., Eagleman, D. Sun, Q. (2020). Has half the time passed? Investigating time perception at long time scales in Virtual Reality. *Journal of Vision*.

**Herman, L. M.**, & Sherman, J. (2019). Virtual Nature: a Psychologically Beneficial Experience. In *Proceedings of the 2019 Human-Computer Interaction International Conference*.

**Herman, L. M.**, & Hutka, S. (2019). Virtual Artistry: Virtual Reality Translations of Two-Dimensional Creativity. In *Proceedings of the 2019 on Creativity and Cognition* (pp. 612-618). ACM.

Epstein, M., & **Herman, L. M.** (2019) Location-Based Augmented Reality Journalism and Civic Participation, In *Proceedings of the 10th Media in Transition Conference*.

Connolly, S., Connolly, D., Cleary, A., **Herman, L. M.**, & Cavanagh, P. (2017). Build Your Own Equiluminance Helmet. *i-Perception*, 8(4), 2041669517716467.

**Herman, L. M.**, Suchow, J., & Alvarez, G. (2013). Frequency-based synesthetic associations between letters and colors. *Journal of Vision*, 13(9), 880.

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## OTHER PUBLICATIONS

Why Technology Needs Artists: 40 international perspectives. *British Council*, July 2025. (Author)

Serpentine Galleries' Future Art Ecosystems 5, June, 2025. (Contributor)

Serpentine Galleries' Future Art Ecosystems 3, November, 2022. (Contributor)

“Globalized Creative Economies: Rethinking Local Craft, Provenance, and Platform Design.” *FemLab*, November, 2021. (Author)

“What Can Tech Learn from Crip Futurity?” Hot Spots, *Journal of Cultural Anthropology*, July, 2021. (Co-Author)

“A Practical Guide to Inclusive Research,” Inclusive Research Guide, 2021. (Author & Editor)

“Centering Perspectives from People with Disabilities in Inclusive Research,” Inclusive Research Guide, 2021. (Author & Editor)

“Reaching out to Disability Communities for Inclusive Research,” Inclusive Research Guide, 2021. (Author & Editor)

“Preparing for Inclusive Research with People with Disabilities,” Inclusive Research Guide, 2021. (Author & Editor)

“Running Inclusive Research with People with Disabilities,” Inclusive Research Guide, 2021. (Author & Editor)

“Inclusive Research Synthesis & Share-Out,” Inclusive Research Guide, 2021. (Author & Editor)

“10 Key Steps to a Successful Product Beta Program,” XD Ideas, 2021. (Author)

“From mind to canvas: Creating art with Synesthesia,” Adobe Blog, 2020. (Author)

“My Path to Human-Centered Design,” Princeton University Human-Computer Interaction Lab. (Author)

“Synesthesia” Definition, *Encyclopedia Britannica*, 2013. (Contributor)

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## INVITED TALKS & WORKSHOPS

**BFI Film Academy at FACT Liverpool**, Speaker

DECEMBER 2025

**Global Innovation Forum**, Keynote Speaker

NOVEMBER 2025

**Westminster Event: “Why Technology Needs Artists,”** Panelist

OCTOBER 2025

**UXCon**, Keynote Speaker

OCTOBER 2025

**CHANEL Open Innovation Day**, Keynote Speaker

JULY 2025

**SXSW London**, Speaker

JUNE 2025

**Adobe Design Summit**, Speaker

JUNE 2025

**REMIX Summit**, Invited Panelist

JANUARY 2025

**India Science Festival**, Invited Speaker

JANUARY 2025

**UX Live, Product Design Week**, Speaker

NOVEMBER 2024

**Øredev Developers' Conference**, Keynote Speaker

NOVEMBER 2024

**“AI & Creativity” Panel at Malmö Art Museum**, Invited Speaker

NOVEMBER 2024

**Lecture for “Entrepreneurship & the Arts” course at Stanford University,  
Guest Lecturer**  
OCTOBER 2024

**“Generative AI in Media Creation” Roundtable at the House of Lords,  
Palace of Westminster, Invited Participant**  
OCTOBER 2024

**From Pessimism to Promise Book Launch at Utrecht University, Invited  
Panelist**  
OCTOBER 2024

**V&A Dundee Design Festival, Invited Panelist**  
SEPTEMBER 2024

**Adobe x Museums: The Rise of Generative AI and its Impact on Creative  
Practice, Invited Speaker**  
JULY 2024

**AD Talks: Why generative AI needs design leadership, Invited Panelist**  
MAY 2024

**Nordic Media Days, Invited Keynote Speaker**  
MAY 2024

**NextM Conference, Invited Keynote Speaker**  
APRIL 2024

**YouTube EMEA & Google Deepmind, Invited Speaker**  
MARCH 2024

**Roundtable Discussion on AI in the Creative Arts at University of  
Edinburgh Law Faculty, Invited Speaker**  
MARCH 2024

**British Council Arts & Digital Innovation Programme, Invited Speaker**  
FEBRUARY 2024

**Lecture for AI & Co-Creativity course at University of California Davis,  
Guest Lecturer**  
FEBRUARY 2024

**“AI, Creativity, and Culture” lecture for Cultural Analytics course at  
University of Oxford, Guest Lecturer**  
FEBRUARY 2024

**REMIX London 2024, Invited Speaker**  
JANUARY 2024

**“Protecting Creativity in the Age of AI” at Kings College London, Invited  
Panelist**  
DECEMBER 2023

**BRAID Generative AI Policy Summit for DCMS, Invited Contributor**

DECEMBER 2023

**Oxford Generative AI Summit, Invited Panelist**

OCTOBER 2023

**Emerce Eday, Invited Keynote Speaker**

OCTOBER 2023

**The Conference (Media Evolution), Invited Speaker**

AUGUST 2023

**Centre for the Aesthetics of AI Images, Invited Speaker**

JUNE 2023

**Aarhus University Datafication of Society Course, Guest Lecturer**

MARCH 2023

**Amsterdam University Press Book Launch, Invited Panelist**

MARCH 2023

**Studio Olafur Eliasson Research & Advocacy Talk, Invited Speaker**

MARCH 2023

**Inclusive Research Best Practices at AnswerLab's Humans of Research Hive, Invited Speaker**

JULY 2022

**“The Role of Embodiment in the Perception of Human and Artificial Creativity” Workshop at the International Conference of Computational Creativity, Co-Host**

JUNE 2022

**Inclusive Work & the Platform Economy Conference, Concluding Keynote Speaker**

APRIL 2022

**Erasmus University Rotterdam School of History, Culture, and Communication: Artificial Intelligence & Social Design Course, Guest Lecturer**

FEBRUARY 2022

**University of California, Berkeley's School of Information: User Interface Design & Development Course, Guest Lecturer**

NOVEMBER 2021

**XXVI Conference of the International Association of Empirical Aesthetics at the City University of London, Speaker**

SEPTEMBER 2021

**London User Experience Meetup (Hosted by Adobe XD), Speaker & Workshop Lead**

APRIL 2021

Princeton University VIS326: Notes on Color taught by [James Welling](#),

Guest Lecturer

NOVEMBER 2020

[Adobe MAX](#) Illustrator Team, Speaker

OCTOBER 2020

[San Francisco Mayor's Office of Civic Innovation](#) Learning Lab, Speaker

OCTOBER 2020

[Augmented World Expo](#) Invited Talk, “*Multisensory Perception in XR: Insights from Neuroscience and User Research*,” Speaker

MAY 2020

University of California, Berkeley’s [School of Information](#): Introduction to Human-Computer Interaction Course, Guest Lecturer

NOVEMBER 2019

[OpenIDEO](#) Design Research Workshop, Speaker & Workshop Lead

AUGUST 2019

[99U Conference](#) iPad Design Workshop, Workshop Lead

MAY 2019

[Princeton Design Research Day](#), Panel Moderator

MAY 2019

[Adobe Photoshop](#) Design Research Workshop, Speaker & Workshop Lead

JANUARY 2019

Design Thinking Workshop with [Pop! Design](#), Facilitator

JUNE 2017

White House Women in STEM Roundtable, Speaker

MAY 2014

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## CONFERENCE PRESENTATIONS

**Global Innovation Forum**

London, UK

NOV 2025

**UXCon**

Vienna, Austria

OCT 2025

**CHANEL Open Innovation Day**

London, UK

JUL 2025

**SXSW London**

London, UK

JUN 2025

**Adobe Design Summit**

San Francisco, CA

JUN 2025

<b>REMIX Summit</b> London, England	JAN 2025
<b>India Science Festival</b> Pune, India	JAN 2025
<b>UX Live, Product Design Week</b> London, UK	NOV 2024
<b>Øredev Developers' Conference</b> Malmö, Sweden	NOV 2024
<b>V&amp;A Dundee Design Festival</b> Dundee, Scotland	SEPT 2024
<b>Nordic Media Days</b> Bergen, Norway	MAY 2024
<b>NextM</b> Stockholm, Sweden	APRIL 2024
<b>REMIX 2024</b> London, UK	FEB 2024
<b>Emerce Eday</b> Amsterdam, the Netherlands	OCT 2023
<b>International Association of Design Research Societies Conference</b> Milan, Italy	OCT 2023
<b>Marconi Institute of Creativity Conference</b> Trieste, Italy	SEPT 2023
<b>Possibility Studies Conference</b> Dublin, Ireland	AUG 2023
<b>The Conference (Media Evolution)</b> Malmö, Sweden	AUG 2023
<b>Global Perspectives on Platforms, Labor &amp; Social Reproduction Conference</b> Amsterdam, The Netherlands	JUNE 2022
<b>Conference on Computation, Communication, Aesthetics, &amp; X</b> Coimbra, Portugal	JULY 2022
<b>ACM Creativity &amp; Cognition Conference</b> Venice, Italy	JUNE 2022
<b>International Conference on Computational Creativity</b> Bozen-Bolzano, Italy	JUNE 2022
<b>ACM Creativity &amp; Cognition Conference</b> Virtual	JUNE 2021

**ACM Creativity & Cognition Conference**  
San Diego, CA

JUNE 2019

**Massachusetts Institute of Technology Media in Transition Conference**  
Cambridge, MA

MAY 2019

**Renaissance Society of America Annual Meeting**  
Toronto, ON

MARCH 2019

**NSF Awareness to Action: Science, Art, and Sustainability**  
Princeton, NJ

FEB 2018

**New Social Entanglements: Mixed Reality**  
Portland, OR

JUNE 2017

**Vision Sciences Society Annual Meeting**  
St. Pete Beach, FL

MAY 2017

**Synesthesia and Cross-Modal Perception: an International Conference**  
Dublin, IE

APRIL 2016

**Sorbonne Neurohumanities Conference**  
Paris, FR

JUNE 2015

**American Academy of Neurology Conference**  
Columbus, OH

OCT 2014

**International Conference on Cognitive and Neural Systems**  
Boston, MA

JUNE 2013

**American Synesthesia Association Annual Meeting**  
Toronto, ON

MAY 2013

**Vision Sciences Society Annual Meeting**  
Naples, FL

MAY 2013

## SERVICE & LEADERSHIP

**Co-Founder & Advisor, Inclusive AI Lab** — *Utrecht University*

**Trustee, Board of Trustees** — *Eastside Educational Trust*

**Trustee, Board of Trustees** — *Arts at the Old Fire Station*

**Co-Chair, Technology Research Consortium** — *Coalition for Content Provenance & Authenticity (C2PA)*

**Chair, Creativity & Technology Group** — *University of Oxford*

**Invited Reviewer** — *2023 & 2024 ACM SIGCHI Conferences on Human Factors in Computing Systems*

**Pro Bono Research Lead** – *City of San Francisco Department of Homelessness & Supportive Housing*

**Research Mentor** – *Adobe Creative Residency*

**Technical Paper Reviewer** – *IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR)*

**Collection Editor** – *Technology and Anthropological Ways of Knowing for the Journal of Cultural Anthropology*

**Committee Member** – *Princeton Executive Committee on Recent Alumni Engagement*

**Young Alumni Committee Chair** – *Princeton Club of Northern California*

**Council Member** – *Adobe Design Community Council*

**Committee Member** – *ODC Dance Company*

**Pro Bono Research Lead** – *Walking Cinema (funded by the National Endowment for the Humanities)*

**Interviewer** – *Princeton Alumni Schools Committee*

**Mentor** – *Princeton Women in STEM*

**President** – *Pi Beta Phi*

**Board Member** – *Princeton Art Museum Student Advisory Board*

**Leadership Committee Member** – *Ivy Club*

**Mentor** – *Princeton Women's Mentorship Program*

**Research Committee Member** – *Princeton Neuroscience Network*

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## PRESS

**“How Can Art Help Us Navigate a New Age of Technological Revolutions?”**

*Dazed* | AUGUST 2025

**“Tech and performance at the Edinburgh Festivals”**

*BBC* | AUGUST 2025

**“TIME100 Impact Dinner London: AI Leaders Discuss Responsibility, Regulation, and Text as a ‘Relic of the Past’”**

*Time* | OCTOBER 2024

**“Algorithmic Curation Is Ruining the Internet. Here’s How to Fix That”**

*PC Mag* | APRIL 2024

**“Generative AI is a Minefield for Copyright Law”**

*The Conversation* | JUNE 2023

**“Curate”**

*BBC Radio 4* | MARCH 2023

**“Is AI Eroding Our Ability to Think?”**

*Forbes* | FEBRUARY 2023

**“Can AI Curate Art Better Than a Human?”**

[New Scientist](#) | FEBRUARY 2023

**“The Algorithms That Are Giving Art Curators a Run for Their Money”**  
[Apollo Magazine](#) | JANUARY 2023

**“Who’s the Better Curator: Man or Machine?”**  
[SURFACE](#) | JANUARY 2023

**“Can Instagram’s Algorithm Curate an Exhibition Better Than a Human? A London Show Aims to Find Out”**  
[ArtNet](#) | JANUARY 2023

**“Could Instagram’s Algorithm Curate an Art Exhibition? A New London Show Finds Out”**  
[Wallpaper\\*](#) | JANUARY 2023

**“How Laura Herman is Addressing the Affordable Housing Crisis”**  
[Adobe](#) | JUNE 2019

**“My Path to Human-Centered Design”**  
[Princeton HCI Lab Blog](#) | APRIL 2018

**“Scientific Splendor: the Art of Science”**  
[Wall Street Journal](#) | MARCH 2018

**“25 Under 25”**  
[Innovation Magazine](#) | SEPTEMBER 2014

**“Girls Rule at White House Science Fair”**  
[Obama White House Archives](#) | MAY 2014

**“Better than Tinted Shades: Why Some People See Time and Taste Music”**  
[National Public Radio](#) | SEPTEMBER 2013

**“Tasting Words; DNA Art; Neuroscience on the Small Screen”**  
[New York Times](#) | MAY 2013

**“Young Scientist has a Colorful ‘Superpower’– and She Wants to Know Why”**  
[Sun-Sentinel](#) | MARCH 2013

## EXHIBITIONS

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**Authenticity Unmasked (Edinburgh Art Festival)**  
*Edinburgh, Scotland* | AUGUST 2025

**The World Is Beautiful Again (V&A Dundee Design Festival)**  
*Dundee, Scotland* | OCTOBER 2024

**The Algorithmic Pedestal**  
*London, UK* | JANUARY 2023

**Ars Electronica**  
*Virtual ART Domains* | SEPTEMBER 2020

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## GRANTS

### **Fulbright Research Study Award**

*United States Fulbright Commission* | DKK 125,000

### **Open-Oxford-Cambridge Doctoral Training Programme**

*UK Arts & Humanities Research Council* | ~£100,000

### **AI Futures & the Curated Visitor Experience**

*Minderoo-Oxford AI Challenge Fund* | £25,000

### **The Role of Embodiment in the Perception of Human and Artificial Creativity**

*University of Konstanz Intersectoral Cooperation Fund* | €10,000

### **Algorithmic Influence on Creative Labour in the Global South**

*Oxford Internet Institute – Dieter Schwartz Foundation* | £20,500

### **CREA-TEC: Cultivating Responsible Engagement with AI Technology to Empower Creatives**

*BRAID UK (AHRC, BBC, University of Edinburgh)* | ~£115,000