

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

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 – JULY 2026)

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)

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

PEER-REVIEWED PUBLICATIONS

Bagchi, P., Moruzzi, C., Bird, C., Chan, K., Dixon, B., **Herman, L. M.**, Morrison, K., Wiradarmo, A., Wang, Y. (2026). Mapping Imaginaries: A Futures Workshop for Creative Practices with Generative AI. *Proceedings of the 2026 Designing Interactive Systems Conference*, 1623–1637.

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. ***Best Paper Award***

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

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 (TREPAC 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 asemanic 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.

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)

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

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

ACM Creativity & Cognition Conference 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

Trustee, Corporate Advisory Board — *Royal Academy of Arts*

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

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

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

The Art of Science

Princeton, NJ | MARCH 2018

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