Laura M. Herman, PhD

lauramariahherman@gmail.com | + 44 7827553090 | http://lauramherman.work

EDUCATION

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

OCT 2020 – JUNE 2021 | **Distinction**

Thesis: *Conceptualizing Creativity on Curated Content Platforms: a Longitudinal Study*

Princeton University
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

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EXPERIENCE

Spotify — *London, UK*

Senior Research Manager (SEPTEMBER 2026 - PRESENT)

Victoria and Albert Museum — *London, UK*

Curator of Digital Art (2025 - PRESENT)

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

Head of AI Research (2024 - 2026)

Senior Research Lead (2022 - 2024)

Experience Research Lead (2021 - 2022)

Experience Researcher (2018 - 2021)

AWARDS & FELLOWSHIPS

Arts Best Paper Award

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

Moruzzi, C., Bird, C., **Herman, L. M.** (2026). Exploring the Impact of AI-powered Creativity Support Tools on Professional Creative Workflows. Proceedings of the ACM on Human-Computer Interaction 10(6).

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 (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.

OTHER PUBLICATIONS

Rethinking Creativity in the Digital Era: a Conversation with Holly Herndon, July 2026. (Author)

How AI is Redistributing Creative Work, July 2026. (Co-Author)

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

"The Future of the Open Web" panel at the Royal Society, Panellist
NOVEMBER 2026

"Simulations & Recombinations" at Digital Design Weekend, Speaker
SEPTEMBER 2026

"Digital Art, Agency, and Algorithms" at the National Art Library, Speaker
SEPTEMBER 2026

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 — NOV 2025
London, UK

UXCon — OCT 2025
Vienna, Austria

CHANEL Open Innovation Day JUL 2025
London, UK

SXSW London JUN 2025
London, UK

Adobe Design Summit JUN 2025
San Francisco, CA

REMIX Summit JAN 2025
London, England

India Science Festival JAN 2025
Pune, India

UX Live, Product Design Week NOV 2024
London, UK

Øredev Developers' Conference NOV 2024
Malmö, Sweden

V&A Dundee Design Festival SEPT 2024
Dundee, Scotland

Nordic Media Days MAY 2024
Bergen, Norway

NextM APRIL 2024
Stockholm, Sweden

REMIX 2024 FEB 2024
London, UK

Emerce Eday OCT 2023
Amsterdam, the Netherlands

International Association of Design Research Societies Conference OCT 2023
Milan, Italy

Marconi Institute of Creativity Conference SEPT 2023
Trieste, Italy

Possibility Studies Conference AUG 2023
Dublin, Ireland

The Conference (Media Evolution) AUG 2023
Malmö, Sweden

Global Perspectives on Platforms, Labor & Social Reproduction Conference JUNE 2022
Amsterdam, The Netherlands

Conference on Computation, Communication, Aesthetics, & X JULY 2022
Coimbra, Portugal

ACM Creativity & Cognition Conference JUNE 2022
Venice, Italy

International Conference on Computational Creativity — JUNE 2022
Bozen-Bolzano, Italy

ACM Creativity & Cognition Conference — JUNE 2021
Virtual

ACM Creativity & Cognition Conference — JUNE 2019
San Diego, CA

Massachusetts Institute of Technology Media in Transition Conference — MAY 2019
Cambridge, MA

Renaissance Society of America Annual Meeting — MARCH 2019
Toronto, ON

NSF Awareness to Action: Science, Art, and Sustainability — FEB 2018
Princeton, NJ

New Social Entanglements: Mixed Reality — JUNE 2017
Portland, OR

Vision Sciences Society Annual Meeting — MAY 2017
St. Pete Beach, FL

Synesthesia and Cross-Modal Perception: an International Conference — APRIL 2016
Dublin, IE

Sorbonne Neurohumanities Conference — JUNE 2015
Paris, FR

American Academy of Neurology Conference — OCT 2014
Columbus, OH

International Conference on Cognitive and Neural Systems — JUNE 2013
Boston, MA

American Synesthesia Association Annual Meeting — MAY 2013
Toronto, ON

Vision Sciences Society Annual Meeting — MAY 2013
Naples, FL

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 – *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*

Invited 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*

Committee Member – *ODC Dance Company*

Interviewer – *Princeton Alumni Schools Committee*

Mentor – *Princeton Women in STEM*

Leadership Committee Member – *Ivy Club*

Mentor - *Princeton Women's Mentorship Program*

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

EXHIBITIONS

Once Upon a Garden by Linda Dounia (London Design Festival)
London, UK | SEPT-OCT 2026

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

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