

# Laine Bruzek

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## Education

### Stanford University

2012 – 2016

2016 – 2017

#### **B.S. Product Design Engineering**

Including an independent study in Media Design. 3.80 GPA.

#### **M.S. Management Science & Engineering**

With a focus in Technology and Entrepreneurship Management. 3.98 GPA.

## Experience

### Google Creative Lab

July 2017 – present

*Freelance*

#### **Associate Team Lead** — New York, NY

Pitching self-driven initiatives, producing existing projects, and synthesizing external and internal research into short-form competitive analysis.

Pitched, managed, and launched **Notable Women**, an AR experiment that lets anyone put historic American women on U.S. currency. Led team management and launch strategy, and managed the partnership with former Treasurer of the U.S. Rosie Rios.

### d.school at Stanford

September 2016 – June 2017

June 2016 – September 2016

#### **Content Producer & Designer** — Stanford, CA

**Project Wayfinder:** Crafted unique video and print media to engage high school students in purpose learning experiences. Directed, shot and edited educational and promotional videos.

**Media Team:** Assisted an overhaul and redesign of the d.school archive and website to open source design thinking tools for teachers and students.

### Enjoy

June 2015 – September 2016

#### **Creative Intern** — Menlo Park, CA.

Drove self-designed projects in UX/UI design, business development and marketing. Selected for a four-person team led by the Chief Creative Officer to design brand strategy. Led workshops for the creative team, focusing on how to apply design thinking to strategic company decisions.

### Stanford University

*Mayfield Fellows Program*

January 2016 – December 2016

*Foundations for Large-Scale*

*Entrepreneurship*

March 2017 – June 2017

*Entrepreneurial Management*

*and Finance*

March 2017 – June 2017

*Screenwriting*

September 2014

#### **Course Assistant to Tina Seelig and Tom Byers**

Helped select, teach, and design coursework for 12 students in a selective 9-month entrepreneurial leadership intensive.

#### **Course Assistant to Ann Miura-Ko and Mike Maples, Jr.**

Topics included frameworks for exponential growth, controversial and disruptive insights, competitive analysis, and raising capital.

#### **Course Assistant to Tom Byers and Trevor Loy**

Topics included business model management, deal structure and negotiation, raising capital, and venture operations and organizational design.

#### **Course Assistant to Adam Tobin**

Topics included screenwriting, directing, and storyboarding fundamentals.

## Awards

### Mayfield Fellow

Class of 2015. C.A. in 2016  
9-month industry immersive  
awarded to 12 entrepreneurial  
students each year

### d.leadership Design Lead

2017

### Levinthal Tutorial recipient

Non-fiction. 2016, *Writing award*

### 6x Teen Vogue Essayist Winner

2010 – 2014

### 2x National Champion – Show Choir

2011, 2012

# Laine Bruzek Skill Print

My skill set is broad and diverse, and it might seem incongruous at first. Instead, I regard my core skills as complementary colors on the spectrum that inspires my creative, academic, and professional work.

## MUSIC + CREATIVE WRITING: SONGWRITING

I love collaborating with other musicians like I did for "Rainfly" which can be found on my portfolio website.

## MUSIC

Choirs have fundamentally shaped both my artistic appreciation and my work ethic. Participating in competitive choirs taught me how individual efficiency and responsibility is crucial to group success.

## TEACHING + MUSIC PERFORMANCE MANAGEMENT

As the Performance and Financial Manager for an a cappella group, I created choreography and comedy sketches, planned our annual shows, and found unexpected ways to apply the managerial skills learned in my Master's program.

## TEACHING

After serving as a CA for graduate classes at Stanford, I'm eager to apply what I've learned about course design, energy management, and crafting engaging learning opportunities to the rest of my career.

## ENTREPRENEURSHIP + TEACHING MAYFIELD FELLOWS PROGRAM

Each year, 12 Stanford students are selected to participate in a 9-month entrepreneurship intensive called the Mayfield Fellows Program. After a year as a Fellow in 2015, I was honored to be chosen as the Course Assistant for the following year.

## CREATIVE WRITING

Creative writing is one of my strongest skills and favorite art forms. I started writing at 6, was published at 12, and have been dreaming up stories since.

## CREATIVE WRITING + EMERGING TECH MEDIA DESIGN

How we tell stories is just as important as the stories we tell. I love the potential for experimental media to spark new framings of old ideas.

## EMERGING TECH

My work at Google Creative Lab explores how to use emerging tech (AR, AI, etc.) to solve pressing problems. One of my favorite projects to work on was Notable Women, an AR experiment that lets anyone learn about 100 historic American women by seeing them on U.S. currency.

## EMERGING TECH + DESIGN: NEEDFINDING

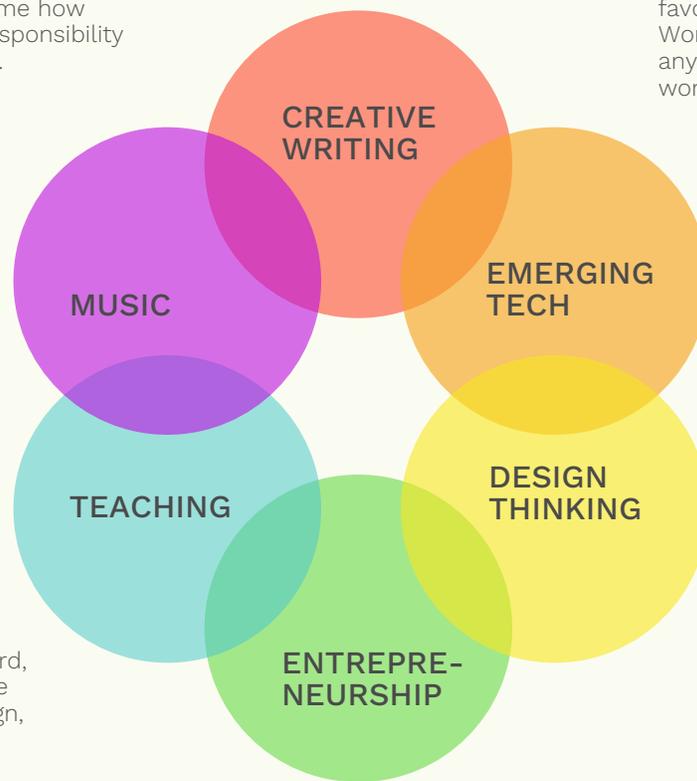
At Google Creative Lab, I've led several needfinding workshops aimed at teaching others how to identify real user needs and brainstorm solutions with emerging technology. I hope to teach these workshops on a large scale someday.

## DESIGN THINKING

I'm always looking for new ways to apply human-centered design tactics like brainstorming and prototyping to everything from consumer tech to experimental media to K-12 education.

## DESIGN + ENTREPRENEURSHIP D.SCHOOL

Human-centered design and entrepreneurship come together at the d.school at Stanford, where I spent 5 years learning to apply design thinking not only to product creation but also to business strategy and logistical execution.



## ENTREPRENEURSHIP

I chose to pursue a Master's in Management Science & Engineering with a focus on Tech & Entrepreneurship Management because I wanted to add rigorous depth to my interest in early-stage, high growth ventures.

For more about me and to see my work, please visit my portfolio at [lainebruzek.com](http://lainebruzek.com)