La Schaffer

Immersive & Experiential Designer

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Experience designer with a foundation in human-computer interaction, studio art and live theatre. Creates audience-centered experiences through narrative, discovery, participation and physical and digital touchpoints, balancing creative ambition with practical guest needs.

CORE EXPERTISE

Immersive storytelling • Experience concepts • Guest journeys • Environmental storytelling • Themed artifacts • Wayfinding • Audience participation • Accessibility

IMMERSIVE & GUEST EXPERIENCE PROJECTS

Murder on Vavianna Island | Director of Immersive Design | 2025
Designed audience onboarding, narrative artifacts and guest journeys for approximately 200 attendees per performance; coordinated audience flow with production, front-of-house and bar teams.

CLUE at Swan House | Assistant Director | 2018
Supported direction and execution of an immersive theatrical experience in a historic setting.

Ripley's Believe It or Not! | Independent Design Concept (Work in Progress) | 2026
Reimagining artifact discovery through a kiosk and mobile companion, combining map and category browsing, search, QR entry, personalized exploration, scavenger hunts and collecting. Defined proposed engagement measures.

Bèl Rèv | Production Coordination | 2026
Coordinated creative and logistical details for circus dinner theatre, including volunteer recruitment and training, seating and meal-delivery systems, space planning, marketing and immersive elements.

RELATED CREATIVE & DESIGN EXPERIENCE

Dad’s Garage Theatre Company | Front-of-House Leadership | 2005–Present
Coordinated live guest operations, volunteers and employees; supported show flow, hospitality and real-time problem solving. Additional experience supporting creative production.

Center for Puppetry Arts | Guest Services & Event Support | 2009–2016
Supported special events, fundraisers, performance logistics and visitor wayfinding for families, school groups and museum audiences.

Center for Puppetry Arts | Graphic Designer | 2009–2013
Designed theatre, museum and education communications, including four 40+ page season guides with 16,000-piece print runs; coordinated vendors, costs and timelines.

Razorfish | Lead User Experience Architect | Jan 2022–Apr 2023
Developed digital concepts for Corona Sunset Sessions festivals; designed American Express Travel booking flows and visualized Mastercard TouchCard accessibility journeys across physical and digital contexts.

Rebel & Reason | Lead User Experience Designer | Jul–Dec 2021
Redesigned MARTA information displays across 38 stations, creating animated prototypes and incorporating feedback from the Center for the Visually Impaired.

Moxie | User Experience Architect | Jun 2015–Jun 2018
Designed Verizon mobile, web and dashboard experiences; presented concepts in weekly stakeholder reviews. Developed themed-event concepts and 3D mood boards, and explored VR/AR in Future X Lab.

EDUCATION & TOOLS

MS, Human-Computer Interaction / Digital Media | Georgia Institute of Technology
BA, Studio Art; minor in Psychology | Oglethorpe University

Figma, Adobe Creative Cloud, SketchUp, Unreal Engine, Miro, Airtable, Jira, HTML/CSS, AI-assisted prototyping