La Schaffer

Creative & Production Coordinator

Atlanta, GA | lauren.schaffer@gmail.com | 404.295.2349 | www.laschaffer.com

Creative coordinator with 20+ years in live entertainment and 10+ years in cross-functional design environments. Connects creative intent with practical execution through guest operations, production logistics, visual communication, stakeholder coordination and hands-on problem solving.

CORE EXPERTISE

Creative project coordination • Event logistics • Volunteer coordination • Guest operations • Space planning • Vendor coordination • Marketing • Stakeholder communication

LIVE ENTERTAINMENT & PRODUCTION EXPERIENCE

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.

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.

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.

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

Dad's Garage Twitch | Live Effects & Production Support | 2020–2021
Created and ran interactive virtual events for hundreds of attendees; triggered live sound, video and effects, moderated participation and resolved technical issues.

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.

CREATIVE OPERATIONS & AGENCY EXPERIENCE

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.

Chick-fil-A | Lead User Experience Architect | Jan–Jul 2025
Designed mobile order-fulfillment features for a platform serving 1.8M+ weekly users; partnered with product and engineering on requirements, edge cases and design-system consistency.

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.

Definition 6 | UX Designer | Jun 2018–Jun 2021
Created modular brand guidelines, venue-map visualizations, reusable templates and an atomic design system for International Market Centers.

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