La Schaffer

Interactive & Digital Designer

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Senior UX and interaction designer with 10+ years designing accessible digital products, complex interfaces and connected customer journeys. Brings research, interaction design and prototyping to attractions, exhibits, kiosks, wayfinding and digital guest companions.

CORE EXPERTISE

UX/UI • Information architecture • Kiosks • Mobile/web • Figma design systems • Research & testing • Accessibility • Animated prototypes • Engineering handoff

SELECTED INTERACTIVE PROJECTS

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.

Black Airplane | Chick-fil-A Internal Innovation Project | Jul–Sep 2026
Explored AI-centered feature concepts for team members; built animated and interactive Figma prototypes and presentations to communicate proposed interactions.

Panoramiq | Co-founder & Designer | 2026
Designed a pre-launch real estate product with preference-driven discovery and reverse search; iterated prototypes using AI-assisted development.

PROFESSIONAL DESIGN EXPERIENCE

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.

Arthritis Foundation | User Experience Researcher | Jan–Aug 2024
Conducted qualitative and quantitative research and translated findings into actionable design and development recommendations.

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.

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.

ENTERTAINMENT EXPERIENCE

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.

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