

Laura Robin Director, Studio Los Angeles Designworks, A BMW Group Company



The process inventor.

Laura is the Studio head for Designworks in LA, responsible for 75+ Creatives making magic in diverse design consulting disciplines. As Designworks is a BMW Group Company with a unique business model (profit center, doing design consulting for BMW Group as well as non-automotive clients), Laura's role is one of brokering influence and balancing sustainable practices. In over 20 years at Designworks, Laura has been at the forefront of Design Service expansion (Interaction Design (UX, GUI), and consulting practices in Innovation, Design Research and Design Strategy).

She frequently finds herself in “what next” conversations, and is passionate about Design's role as an influencer in future business strategies. A consummate learner and teacher, Laura helped form the digital curriculum at Art Center College of Design, was a founding advisor for the Digital Media graduate program there. Laura graduated from Boston University and MIT Media Lab with a Bachelor of Arts in Computer Science and a Master of Science in Visual Studies respectively.

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