

# ISABEL FRÓES

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## A few words

I feel confident and passionate about user- research and creative concept development. I enjoy looking at emerging technological trends and current practices, observing, analysing and speculating how they could strongly affect the ways new concepts and activities can be socially and culturally developed. My background in psychology, interaction and service design together with my personal curiosity and experience from distinct countries provide a fertile ground for solving questions bridging these fields. Besides this, many years of teaching as well as industry work has allowed me to explore different ways of managing teams, coordinating and delivering projects.

## Education

2017 PhD in Digital Design  
Project Playful Literacy  
IT University of Copenhagen, Denmark

2001 Masters in Interactive Telecommunications, ITP.  
Tisch School of the Arts.  
New York University – New York, USA

1997 Bachelor in Psychology  
Pontifical Catholic University of Rio de Janeiro (PUC–RJ)  
Rio de Janeiro, Brazil

## Experience

May 2018 – current: Project Manager of Urban Challenge Programme:  
<http://www.urbanchallengealliance.com/>

December 2017 – current: Data analysis, methods and models for People Oriented Transport and Mobility (POTM), Horizon 2020 Project. CBS. Copenhagen, DK <https://cities4people.eu/>

November 2017: Workshop on challenges of digital in the cultural sector. With Frankly Green Webb. Part of SMK Open. SMK, Copenhagen, DK

May – September 2017: Senior Service Design & UX consultant, IS IT A BIRD Consultancy, Copenhagen, DK. Carried out a full project applying design thinking processes and methods developing new concepts for a large financial institution.

April – May 2017: User research & insights on Tate Modern visitor experience for Frankly, Green & Webb, London, UK.

February 2014 – February 2017: PhD Candidate, IT University of Copenhagen.

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Spring 2016 – Advising students from Strelka, Moscow. One of the projects I helped advise was Goggle Urbanism (<http://googleurbanism.com/>).

October 2012 – July 2016: Visiting lecturer at Information Experience Design Programme. Royal College of Arts (RCA), London, England. Advising, lecturing and giving workshops to enrolled master students.

January – May 2012: Workshop, Lecture and Consultant work at School of Critical Engagement (SoCE): Living Copenhagen and Lecture Series project. Copenhagen, Denmark

August 2009 – January 2014: External Lecturer and Research Assistant at IT University of Copenhagen. Courses: Interaction Design, Service Design and Introduction to Service Design. The courses cover design methods: user–research, user–testing, creative methods for concept development, prototyping, video–prototyping, scenarios, blueprinting, customer journeys, touchpoints, user experience, prosumerism, etc.

February 2012: Service Case with Have PR for Det Kongelige Teater (The Royal Theatre).

February – March 2011: Workshop on creative developments and approaches to the use of mobile media in museums. Museums of Scotland. Edinburgh, Scotland

April 2010: GN and Jabra, Copenhagen, Denmark  
Workshop towards user research and creative ways for concept development.

January 2005 – December 2009: Lecturer at Copenhagen University – Dept. Art History and Visual Culture Studies, Copenhagen, Denmark. Planned, organised and taught a number of master courses, primarily ‘The culture of Play’ and ‘Interactivity in the museum space’.

April 2007 – August 2009: Interaction Designer and Project Manager. Copenhagen Institute of Interaction Design (CIID), Copenhagen, Denmark  
Managing projects, responsible for coordinating, budgeting and deliverables. Faculty to the CIID Pilot Year. Organised the first event on Service Design in Copenhagen in 2008.

March 2007 – December 2010: Lecturer Kolding School of Design– Dept. of Interactive Media and Industrial Design, Kolding, Denmark  
Planned, organised and taught a number of master courses and advised students involving design methods, interaction and service design skills.

2007–2008: ESNation, Copenhagen, Denmark  
Branding and Marketing Consulting.

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2003–2005: Interaction Designer Consultant for Susanne Ottesen Gallery.

August 2001 – February 2003: Interaction designer – 20th Century Fox, Los Angeles, USA  
I worked in the international marketing department, planning, designing and managing international distribution sites.

June 1999 – April 2001: Webmaster and project management – Gallatin School of Individualized Study, NYU, New York, NY USA  
Following Gallatin's goals, project managed, developed, programmed and overlooked the maintenance of their website.

January – June 2000: JAVA TA (teachers assistant) at ITP (Interactive Telecommunications Program), NYU, New York, NY USA

January – May 2000: Flash/html-work – Superset Technologies, New York, NY USA  
Coordinated and programmed a number of sites and applications developed in Flash.

March 1998 – May 1999: Interaction Designer at BTL Design, New York, NY USA  
Coordinated, programmed and was in charge of a number of websites (including taking part in the hiring process with interviewing, managing tasks, training, etc).

January – March 1997: Internship, Fund-raising and Development at American Ballet Theater, New York, NY USA  
Helped organise and plan fund-raising events.

## SKILLS

### PROGRAMS & PROGRAMMING

Adobe Suite, Office, Html,  
Java, Javascript (although it's been long since I programmed for living).

### LANGUAGES

English – Certificate in Proficiency English – Michigan University, USA  
– Certificate in Advanced English (CAE) – Cambridge, Great Britain  
– First Certificate in English (FCE) – Cambridge, Great Britain

Portuguese – Native

Spanish –Fluent in reading, speaking and semi-fluent in writing

Danish – Certificate in Prøve i Dansk 3

Japanese – (Hiragana and Katakana) basics