

ISABEL FRÓES

How I got here

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

PhD

My PhD project was a transnational research between Japan and Denmark, investigating young children's play practices with tablets. This research has allowed me to observe modes of engagement and use of tablets through the ways children explore this technology. As an outcome of this research, among theoretical contributions, I am also proposing a tablet play taxonomy together with a typology of hand-tablet communication.

AS A LECTURER & RESEARCHER

May 2018 – current: Project Manager Urban Challenge Programme.

December 2017 – current: Postdoc, EU project Cities4People (cities4people.eu), Copenhagen Business School, Denmark

February 2014 – February 2017: PhD candidate at IT University of Copenhagen. Denmark

Spring 2016: Advising sessions for students at Strelka. Moscow, Russia.

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

March 2015 – June 2015: Visiting researcher at Keio Media Design Research at Keio University, Tokyo, Japan. As part of my PhD research I observed 43 children in Japan, while also joining KMD's educational research group led by Professor Keiko Okawa.

2013 – current: Paper Reviewer for: ACM SIGGRAPH, ACM CHI, ACM IDC, AoIR

ISABEL FRÓES

August 2009 – January 2014: Assistant Researcher/Lecturer at Computer Games and Interaction Design Group, and Culture, Aesthetics, Organisations and Society Group, IT University of Copenhagen, Denmark

Planned, organised and taught a number of master courses and events besides advising students.

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.

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'.

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.

May 1995 - December 1997: Assistant Researcher – National Research Center (CNPq) at PUC-RJ under supervision of Professor Ana Maria Nicolaci-da-Costa, Ph.D.

Research: "Conflicts between individualism and romantic love among young people" and "Brazilians and the Internet: witnesses of a changing"

Qualitative user research including interviews, observations, data analysis, reports, presentations and writing articles.

June 1992 - May 1993

Assistant Researcher - National Research Center (CNPq) at Federal University of Bahia (UFBA) under supervision of Professor Lilia Maria de Azevedo Moreira, Ph.D.

Research: "Prospective Studies in the sexual differentiation disturbs"

Qualitative and quantitative user research including interviews, data analysis, reports, presentations and writing articles.

Sharing knowledge

COURSES TAUGHT

IT UNIVERSITY – Masters level

Understanding Interaction Design

Interaction Design I and II

Introduction to Service Design and Service Design (part II)

The part II of the service design courses involved direct industry collaborations with partners such as Gehl Architects, Copenhagen Municipality, Volvo, Amager Hospital, etc.

KOLDING SCHOOL OF DESIGN – Bachelor and Masters level: Interactive Media, Graphic Design and Industrial Design.

ISABEL FRÓES

Robots and Dementia, in collaboration with Kolding Municipality
Service Design and The Electric Car, in collaboration with Dong Energy
Redefine Nokianess, in collaboration with Nokia
Interaction Design: What, When Why and How
Service Design, Factory, in collaboration Tryg Fonden and CIID
Narrative, Light and Robotics: theory, physical computing and prototyping
Interactivity in the museum space, in collaboration with Sorø Art Museum

COPENHAGEN UNIVERSITY – Bachelor And Masters Level: Art History and Visual Culture studies

Culture of play
Interactivity in the museum space
Visual Culture Theory

THESIS ADVISOR

RCA, Information Experience Design (IED)

David Hedberg 2013

Andreas Koller 2014

Jelka Kretzschmar, 2015

Wasabii Ng, 2015

ITU

The role of digital tablets in the daily life and routines of Danish families with young toddlers
Natural Interfaces and Commensality
Tourist and Local – Designing new relations in Barcelona;
How can ADCompany keep the users interests for their advertising platform?;
A disruptive Academic knowledge Service;
Digital diabetes;
Interactive Digital Concept Development for Randers Regnskov;
The Development of Orange ACT. Motivating Users to Engage and collaborate in an Online Community;
Experiencing history through interactive narratives;
Rich media - is it really necessary?;
Possibilities for Continuous Play;
Measuring User Experience;
Det er hjemligt - An Approach to Designing Technology for Danish Teenagers and their Families;
Use of digital and social media in museum communication). Co-advised

FINAL MASTER PROJECTS

Interaction Design for Complex Problem Solving;
Interaction Design for facilitation of personal adaptation and competence development when confronted with severe health issues;
Increasing knowledge sharing in business organizations with the help of social tools;
Presenting information in a seamless experience;
Mobile Marketing in the Power Industry;
Web surveys in Statistics Denmark - prototype development of the next generation of electronic forms;

ISABEL FRÓES

Online Music Services;
Engaging Customers in the Digital Bank;
Promoting social media to augment interactive knowledge sharing on Danske bank's intranet;
Digitization of educational work practices.

LECTURES & WORKSHOPS

ROYAL COLLEGE OF ARTS – Information Experience Design Masters Programme

Information E-volution
Information Prototyping (wk)
Prototyping Metaphors (wk)
User/Player/Participant
Experience Prototyping (lecture and wk)
Video Prototyping (lecture and wk)
Sound and Interactions (wk)
Intertextual Culture

Moderator to workshop at RCA together with The Creative Exchange:

Connected Spaces: aspects of tangibility

London, UK (various occasions between December 2012 and June 2014)

IMPERIAL COLLEGE LONDON – Human Centred Design (HCD) for Computing – Lecture:
Interaction Design and Services. London, UK (Lecture, May 2013)

CHI – Time, Interaction and Design in Support of a Good Life. Time Workshop. Paris, France
(April, 2013)

NORTH CAROLINA STATE UNIVERSITY – Local and Mobile: linking mobilities, mobile
communication and locative media Conference. Panel: Urban Planning. Raleigh, NC. (March
2012)

INTERACTION SOUTH AMERICA 2011 – Design Method towards Design Thinking. Belo Horizonte,
MG, Brazil (December 2011)

LONDON COLLEGE OF COMMUNICATION – Information Environments Programme
Design methods, London, UK (lecture and wk, February 2011)

INTERACTION SOUTH AMERICA 2010 – New perspectives in Interaction Design. Curitiba, Paraná.
(December, 2010)

TECNOLÓGICO DE MONTERREY, CAMPUS QUERÉTARO. MEXICO (Dept. Design)
The Culture of Play, Querétaro, Mexico (5 day WK, June 2009)

AMERICAN ASSOCIATION OF MUSEUMS – Arte.mov and Mobilefest: Brazilian festivals connecting
art and mobility to the museum space. Philadelphia, PA (May 2009)

ISABEL FRÓES

COPENHAGEN UNIVERSITY, Visualising Asian Modernity, Asian Cultural Industries in Global Context (March 2009)

PONTIFICAL CATHOLIC UNIVERSITY OF RIO DE JANEIRO (PUC-RJ) – Dept. Arts and Design – Interaction Design now!, Rio de Janeiro RJ, Brazil (Lecture, June 2008)

RIO DE JANEIRO ESTATE UNIVERSITY (UERJ), ESCOLA SUPERIOR DE DESIGN INDUSTRIAL (ESDI) – Why Interaction Design?, Rio de Janeiro, RJ, Brazil (Lecture, June 2008)

ROYAL DANISH ART ACADEMY (DET KONGELIGE DANSKE KUNSTAKADEMI)
– Art in South America, Copenhagen, Denmark (Lecture, October 2003)

SEMINARS

November 2016 – Tic-Tac Tablet: Let the hands do the talking. ECREA Pre-conference. DigilitEY group. Prague, Czech Republic.

November 2016 – Digital Media, learning and evaluating methods: Assessing existing and forthcoming skills of media penmanship in schools. ECREA Conference. Prague, Czech Republic.

June 2015 - Playful subversions: small children and tablet use. RMIT Barcelona Ambient Play: Digital creativity, play and labour in everyday life Symposium

April 2014 – PhD course Methodologies: Mobile Media and Mobility. Aarhus University, Denmark

April 2011 – Moderator: Net-Cultures: Mobility and Location in Social Networks Research Symposium. IT University, Copenhagen, Denmark

February 1997 – Silicon Graphics Seminar – 3D Animation of effect for video, broadcast, interactive multimedia and web – Silicon Graphics Studio, New York, USA

September 1995 – National Psychology Seminar: “Psychology in context” (A Psicologia em Contexto), Rio de Janeiro, Brazil

June 1994 – June 1995 – Jungian Theory Study group “images of the subconscious” with Dr. Nise da Silveira, Rio de Janeiro, Brazil

July 1992 – Seminar “Psychology at School” (Psicologia Escolar)
University of São Paulo (USP), São Paulo, Brazil

Some thoughts on paper

BOOK CHAPTERS AND JOURNALS

ISABEL FRÓES

Froes, I., Tosca, S. (2017) Playful subversions: small children and tablet use. *European Journal of communication Studies*. London, Sage <https://doi.org/10.1177/1367549417705601>- (Peer-reviewed)

Froes, I., Tosca, S. (2016) Hands between the Worlds. In *Routledge Companion to Digital Ethnography*. Eds. Hjorth, L. Horst, H. Galloway, A. Bell, G. London, Routledge. (Peer-reviewed)

Froes, I., Walker, K. (2012) The Art of Playful Mobility in Museums in *Conversations With Visitors: Social Media In Museums*. MuseumsEtc, March 2012

Froes, I., Walker, K. (2011) The art of play: Exploring the roles of technology and social play in museums in *Museums At Play: Games, Interaction And Learning*. MuseumsEtc.

Research analysis, interviews and documentation for the research based book: *Caught in the Net – the intimate impacts of the Internet (Na malha da Rede – os impactos íntimos da internet)*: Nicolaci-da-Costa, Ana Maria. *Na Malha da Rede: Os impactos íntimos da internet*. 1998. Ed. Campus – Rio de Janeiro, RJ. Brazil (Peer-reviewed)

Nicolaci-da-Costa, A., Froes, I. *A Subjetividade nas malhas da Rede (Subjectivity on the Net) “Psychology in context” (A Psicologia em contexto)* – Antolandi. 1996. Rio de Janeiro, RJ. Brazil (Peer-reviewed)

CONFERENCE PAPERS

Noring, L. Froes, I. Tellgren, D. (Forthcoming) *CONTEXTUALISING MOBILITY VARIABLES*. *WIT Transactions on Ecology and the Environment* (ISSN: 1743-3541)

Froes, I. Paper: *Once Upon a Tablet: A school toy in the making*. *Universal Access in Human-Computer Interaction. Access to Learning, Health and Well-Being Lecture Notes in Computer Science Volume 9177*, 2015, pp 43-53 (Peer-reviewed)

Souza e Silva, A., Froes, I. Short Paper: *Urban Jamification: Gincanas as location-based mobile games in Brazil*. *AoIR 2013*. Denver, CO. USA (Peer-reviewed)

Souza e Silva, A., Froes, I. Extended Abstract: *Urban Jamification: Gincanas as location-based mobile games in Brazil*. *DIGRA 2013*. Atlanta, GA. USA (Peer-reviewed)

Froes, I. *Dead-Until-Touched: How Digital Icons Can Transform the Way We Interact With Information*. C. Stephanidis and M. Antona (Eds.): *UAHCI/HCI 2013, Part III, LNCS 8011*, pp. 611–619, 2013. Springer-Verlag Berlin Heidelberg 2013. (Peer-reviewed)

Froes et al. *Time, Interaction, and Design in Support of a Good Life*. (2013) Position paper for *Avec Les Temps* workshop. *Conference on Human Factors in Computing (CHI 2013)*. (Peer-reviewed)

Froes, I. Paper: *LBS in our playful culture*. Panel: *Location-based Game Theory. Local and Mobile: linking mobilities, mobile communication and locative media* Conference (March 2012). North Carolina State University, Raleigh, NC. USA (Peer-reviewed)

ISABEL FRÓES

Tallon, L, Froes, I. Paper: Going Mobile? Insights into the Museum Community's Perspectives on Mobile Interpretation. In J. Trant and D. Bearman (eds). Museums and the Web 2011: Proceedings. Toronto: Archives & Museum Informatics.

Froes, I, Vianna, B. Paper: Arte.mov and Mobilefest: Brazilian festivals connecting art and mobility to the museum space. Panel "Mobile and Global: Museum Handheld Technologies From An International Perspective" at the international conference American Association of Museums; 2009 Annual Meeting & MuseumExpo. Philadelphia - PA, USA

Nicolaci-da-Costa, A., Froes, I. (1995) Paper: Virtuality in real time: the reality of virtual relationships in the new generations" (Virtualidade em tempo real: A realidade dos relacionamentos virtuais nas novas gerações). Psicologia em Contexto. PUC-RJ - Rio de Janeiro, Brazil

What else I can do

PROGRAMS

Word, Excel, Powerpoint/Keynote, Adobe Suite, 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

What I cannot live without

Besides being a passionate cook and a culture explorer, I also love reading, writing, meeting and connecting people. I also enjoy discovering wonderful music and dancing.