ISABEL FRÓES - CV

Frederiksberg, Denmark

EDUCATION

2017 PhD in Digital Design within Culture, Aesthetics, Organisations and Society Group.
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

ACADEMIC CAREER

November 2021 – current: Assistant Professor
Copenhagen Business School (CBS), Denmark
Part of the Sustainability Research group.
Responsible for teaching, advising while also researching and co-managing projects and local team, leading work packages and tasks, reporting.

Involved in proposal preparation and awarded 5 EU Funded projects since 2020. My teams' roles cover Stakeholder engagement, Co-creation towards sustainable urban development and sustainable business development. Projects:
P2GREEN (started December 2022, Innovation Action, To foster a paradigm shift, from a linearly organised resource and nutrient system within the agri-food supply chain.)
DECARBOMILE (started September 2022, Innovation Action, Five pillars to decarbonize the last mile logistics, focusing on new delivery methods and business/operating models to green the last mile and optimise road transport.)
TREEADS (started 2021, Innovation Action; A Holistic Fire Management Ecosystem for Prevention, Detection and Restoration of Environmental Disasters)
iPRODUCE (started 2020, Innovation Action; A Social Manufacturing Framework for Streamlined Multi-stakeholder Open Innovation Missions in Consumer Goods Sectors)
BECoop (started 2020, Coordination & Support Action; Unlocking the community energy potential to support the market uptake of bioenergy heating technologies).

December 2017 – October 2021: Postdoc focusing on Sustainable Urban Development and Mobility as part of the Cities4People (cities4people.eu) and Urban Challenge Programme.
Copenhagen Business School (CBS), Denmark

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

Spring 2016: Advising sessions for students at Strelka (https://strelka.com/en). 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 – Masters programme.

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

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, organized 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.

SOME THOUGHTS ON PAPER

BOOK

Fróes, Isabel. (2019) Young Children's play practices with digital tablets – Playful Literacy. Emerald Publishing.

JOURNALS & BOOK CHAPTERS

Fróes, I., & Bolbroe, C. (2022). Human-centred Research and Open Innovation (OI): How to Implement and Facilitate Crosscutting Collaborations in the Built Environment. In M. S. Mahnke, M. Nielsen, M. L. Petersen, & L. Tjørring (Eds.), Business Meets the Humanities: The Human Perspective in University-industry Collaboration (pp. 97-116). Routledge. Routledge Studies in Management, Organizations and Society
https://doi.org/10.4324/9781003195658-7

Schiavo, F.T.; Calili, R.F.; de Magalhães, C.F.; Fróes, I.C.G. (2021) The Meaning of Electric Cars in the Context of Sustainable Transition in Brazil. Sustainability 2021, 13, 11073.
https://doi.org/10.3390/su131911073

Fróes, I., Lasthein, M.K. (2020) Co-creating sustainable urban metabolism towards healthier cities. Urban Transform 2, 5.
https://doi.org/10.1186/s42854-020-00009-7

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

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

Wippo et al. (2021) Big Messages: Lessons for co-creative mobility initiatives in neighbourhoods. https://waag.org/sites/waag/files/2021-02/Big-Messages-Brochure%20Final.pdf

Angelidou, M. Karachaliou, E. Fróes, I. Wippo, M. (2021) Co-creation Techniques and Tools for Sustainable and Inclusive Planning at Neighbourhood Level. Experience from Four European Research and Innovation Projects. In: Nathanail E.G., Adamos G., Karakikes I. (eds) Advances in Mobility-as-a-Service Systems. CSUM 2020. Advances in Intelligent Systems and Computing, vol 1278. Springer, Cham. https://doi.org/10.1007/978-3-030-61075-3_55 (Peer-reviewed)

Noring, L. Froes, I. Tellgren, D. (2018) Contextualising Mobility Variables WIT Transactions on Ecology and the Environment, Volume 217, WIT Press, 2018, ISSN 1743-3541. https://doi.org/10.2495/SDP180161 (Peer-reviewed)

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. 10. https://doi.org/1007/978-3-319-20684-4_5 (Peer-reviewed)

de Souza e Silva, A., & Froes, I. (2013). Urban Jamification: Gincanas as location-based mobile games in Brazil. AoIR Selected Papers of Internet Research, 3. https://doi.org/10.5210/spir.v3i0.9087 (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/HCII 2013, Part III, LNCS 8011, pp. 611–619, 2013.Springer-Verlag Berlin Heidelberg 2013. https://doi.org/10.1007/978-3-642-39194-1_70 (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). https://chi2013time.wordpress.com/accepted-papers/ (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)

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

PROJECT REPORTS

Project Report iPRODUCE Business models and case development for iPRODUCE cMDFs (2021)

Project Report BECoop Mobilisation actions for the development of community bioenergy projects (2021)

Project Report BECoop State-of-play of community bioenergy across Europe: market size, applications and best practices (2021)

Project Report iPRODUCE Analysis of Market Trends and Practices in Collaborative Production Engineering and Co-creation (2021)

Project Report iPRODUCE on Co-creation and Open Innovation Methods for social manufacturing (2020)

Project Report on Cities-4-People Deployment Toolkit & Replication Guide (2019 & 2020).

Project Report on Cities-4-People communication Activities and events (2018 & 2020).

Project Report Cities-4-People Co-definition of mobility challenges and intervention areas (2018).

SHARING KNOWLEDGE

COURSES TAUGHT

CBS – Bachelors Level

Strategic Innovation & Design Thinking
Service Design & Behaviour
Urban Challenges, 2019 (as part of the Urban Challenges Programme)

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 – Teaching at Bachelor and Masters level: Interactive Media, Graphic Design and Industrial Design.

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 – Teaching Bachelor and Masters Level: Art History and Visual Culture studies

Culture of play
Interactivity in the museum space
Visual Culture Theory

THESIS ADVISOR

PUC (RJ), PhD

The participation of citizens and key actors in the innovation process through Design Thinking for smart and sustainable communities (co-advisor, on-going)

COPENHAGEN BUSINESS SCHOOL, Masters

How can designers be change/assist-makers towards achieving a more sustainable future? (on-going, due 2022)
Growing Your City: The practice of urban gardening in Copenhagen and its impact on social capital creation (2022)
Social Sustainability for Public Spaces, 2019 (co-advisor, DTU student)

RCA, Information Experience Design Masters (IED)

Performing Objects, 2013
Making Big Data Small, 2014
The algorithmic mind, 2015
The user as node in the playground of cyberspace, 2015

ITU Masters & Bachelors

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 AD Company 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
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;
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.

SEMINARS/PRESENTATIONS

May 2022 – The other side of innovation.
Modern consumer Experience Summit 2022. Seville, Spain.

December 2020 - New approaches for community-driven sustainable mobility innovations at neighbourhood and urban district level. Fourth European conference on results from road transport research in H2020 projects H2020RTR20. (Online)

October 2020 – Presenting on Co-creation and participatory engagement. Cities-4-People Project. Joint Neighbourhood Conference. (Online)

September 2020 – Cities-4-People: Co-creating ways through people-oriented transport & mobility (POTM), Urban Mobility Days, European conference. (online)

May 2020 – Smart Cities – The use of citizens' data in pandemic times (Cidades Inteligentes | O uso de dados do cidadão em tempos de pandemia) MeetUp LEUI. PUC-Rio. Online.

March 2020 – Cities-4-People. Presenting project methodology and results at PUC-Rio. Rio de Janeiro, Brazil.

October 2019 - Cities-4-People: Inclusive Transport Solutions Developed Through Inclusive Engagement. CIVITAS, Graz. Austria

February 2019 – Hybrid learning to tackle urban challenges. UNIVERSITY BUSINESS FORUM. European Commission. Lisbon, Portugal. http://ubforum-portugal.ulisboa.pt/

October 2018 – Cities-4-People: Co-creating ways through people-oriented transport & mobility (POTM). CIVITAS, Umeå, Sweden.

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

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)

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)

BUSINESS EXPERIENCE

Startup Mentor: Founder Institute (FI)(various); Second Tots, Honeyboard.

December 2020: Service Design Consultancy for Transition. Blueprints for takeback and recycling models for plastic for A Circular Design Studio.

September 2019 – December 2019: Service Design & UX Research consultant, Your Business Partner Consultancy. Carrying out a full project applying design thinking processes and methods developing new concepts for a global telecom institution (Vodafone). Milan, Italy & London, UK.

November 2017: Workshop on UX and 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 research consultant, IS IT A BIRD Consultancy.

Carried out a full project applying design thinking processes and methods developing new concepts for a large financial institution. Copenhagen, DK.

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

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

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

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

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.

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

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

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

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

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

January – March 1997: Internship, Fundraising and Development at American Ballet Theater. Helped organise and plan fundraising events. New York, NY

What else I can do

PROGRAMS

Office Suite, Adobe Suite, Html, Java, JavaScript.

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 – Fluent in reading & speaking. Certificate in Prøve i Dansk 3
Japanese – (Hiragana and Katakana) basics

REFERENCES

I will be happy to provide references upon request.