

Summary:

Name: **Senka Zubic**
Web site: www.senkazubic.com



Work experience: User experience design, interaction design, information design, design and evaluation of user interfaces, web development, multimedia, and teaching

Expertise in: User Centered Design

Education: Professional Doctorate in Engineering (PDEng) in User System Interaction, Technical University Eindhoven, the Netherlands, 2008

Work experience:

2009-2011 Interaction and information designer, Alcatel Lucent Bell Labs, Antwerpen, Belgium, www.bell-labs.be

I worked as information and interaction designer with user centered approach. Creative atmosphere, looking in the future of telecommunication technologies and building innovative applications on top of them described my job. I contributed to several different projects, some of them European, and some internal of Alcatel-Lucent. Topics were targeting immersive communication environments, families, friends, colleagues at work, mixing real and virtual worlds. I had possibility to work on different phases of a project: concept creation, implementation and evaluation. My goal was to always think about people and experiences that new technologies will bring to them. I also co-supervised PDEng candidate during a 9 month internship, created several posters, gave numerous presentations and demonstrations (e.g. Bell Labs Open Days 2009, Antwerpen, Belgium; ITEA2 co-summit 2010, Ghent, Belgium; Metaverse1 Final Assembly 2011, Israel), **coauthor of article "PresenceScape - Virtual Mediated Rich Communication"** that will be published in Bell Labs journal in June 2012.

2008-2009 Researcher, Technical University Eindhoven and Philips Consumer Lifestyle Innovation Lab, the Netherlands, www.gamexplab.nl

I worked on European project, Games at Large (G@L). My job was implementation, evaluation and redesign of a web based interface for quick, easy and ubiquitous access to digital games. Independent implementation of content (HTML, PHP) style (CSS) and functionality (Java Script) of screen elements enabled user interface to be displayed on different end devices and resolutions: PCs, new generation TVs, and handheld devices.

2006-2008 Research Assistant at postmaster program in User System Interaction, Technical University Eindhoven, the Netherlands, www.usi.id.tue.nl

Relevant projects:

- 9 months internship at Industrial Design department. Objective was to design and evaluate communication system for supporting awareness between family members, who are separated for a short time period, by sharing their whereabouts. MMS message was chosen as a medium for information delivery.
- "Large Interactive Displays", goal was to design and evaluate system for supporting social interaction between office workers using large interactive displays. 6 months project that was realized through design cycle based on user centered methodology. **Paper titled "Design and Evaluation of Large Interactive Display to Support Social Interaction at Work" was published and presented at Interact 2009, Uppsala, Sweden.**
- "Sensitive Chair: a Force Sensing Chair with Multimodal Real-Time Feedback via Agent", Design proposal and results regarding user satisfaction, awareness provided by the system and actions taken in response to system were **published and presented at European Conference on Cognitive Ergonomics 2007 in London.**
- "Let's draw music", a device that was developed to enable users to create different music by drawing with various colors.

2004-2006 Computer Science Teacher,**Primary School Knez Sima Markovic, Belgrade, Serbia (14 and 15 years old students).**

Besides teaching I was involved in extracurricular activities:

- Development and implementation of school's web site.
- Under my supervision, group of six students developed multimedia application for Siemens competition - Join Multimedia. In competition between more than 200 primary schools in Serbia, we took fifth place
- Coeditor of school's news paper

2004-2006 Private School "Micronet" , Belgrade, Serbia.

This was my additional job. I was teaching to adults: Macromedia Flash, MS Windows and MS Office intensive, mostly one month long courses.

2001-2003 Multimedia Studio, Dunavnet Company, Zrenjanin, Serbia.

I worked, as a part of a team on different design projects, mostly as web designer, designer and programmer of multimedia applications I also did graphic design, print preparation, and teaching.

Relevant projects:

- Design of web presentations of several companies
- Design and implementation of a multimedia CD - educational software in mathematics for 6 to 8 years old children. Software consisted of 10 games that supported different mathematical skills in fun and playful manner.
- Part of the Web Team of World University Judo Championship, December 2002, Novi Sad.
 - Led the team that produced multimedia CD about the competition,
 - Designer of official competition web site
 - Responsible for competition draw.

2000 Four months as a sales specialist, EditSoft Company, Zrenjanin, Serbia.**Education:****2006-2008 Professional Doctorate in Engineering (PDEng) in User System Interaction Technical University Eindhoven, the Netherlands**

Two year postmaster program that teaches scientific user centered methods of design and evaluation of user interfaces of products, systems and services. Main characteristics of program were work on design assignment in multidisciplinary, international teams.

Relevant Courses:

Interaction Engineering, User Centered Design, Evaluation Methodologies, Social User Interface Design, Human Factors in Industrial Practice, Human Capabilities, Multimodal Perception, Nonparametric Statistics, SPSS, Information Visualization, Observational studies and non-verbal user behavior, Qualitative Research for User Requirements Acquisition, Video Interviews and Prototyping, Speech Interfaces, UML Modeling.

1995-2001 Computer and Information Science, Faculty of Engineering "Mihajlo Pupin", The University of Novi Sad, Serbia (average 8.57)

I did my final project in computer graphics; the subject was Digital Aesthetics, (final grade 10/10). Digital aesthetics was explored through three different aspects: computer hardware, software and design principles including Gestalt theory.

Relevant Courses:

Data structures and Databases, Methods of Programming (object oriented programming: C++, Turbo Pascal), Information systems (power Designer, Ms Access, VBA), Computer Graphics (Adobe Photoshop and Borland Delphi), Multimedia Systems (HTML), Design of Educational Computer Software (Borland Delphi).

1991-1995 Grammar School, Zrenjanin, Serbia, section for Mathematics and Natural Sciences

Computer Skills:

HTML5, JavaScript, CSS, PHP, XML;
Adobe Flash (Action Script), Dreamweaver, Director (Lingo);
Adobe Photoshop, Illustrator, Premier;
Borland Delphi, UML;
Microsoft Office including Access, VBA, Visio and Front Page.

HCI Skills

Interaction and interface design, information visualization,
Wire-frames, mock-ups, story boards, prototyping (different levels of fidelity), scenario and persona
development, user stories, brainstorming techniques,
Information architecture, UML modeling,
Set up and conduct user test, qualitative and quantitative data analysis,
Experienced in applying different user research methods (ethnography studies, focus groups, co- design,
interviews, lab tests, eye tracking test...)

Languages

English – fluent
Serbian – native
Dutch – basic knowledge
German – basic knowledge

Professional development

Good Design Faster, workshop on tools and techniques for rapid, flexible design and prototyping
3TU School in Human Technology Interaction organized by three Dutch technical universities (Eindhoven,
Twente and Delft)
Professional development courses in: presentation skills, project management, meeting skills, group
conversation, giving&receiving feedback, theater skills.

Other

Driving License
Painting lessons, 2 years at evening school of Royal Academy of Fine Arts in Antwerpen,
Hobbies: painting, active holidays, sports, theater, reading