

# Curriculum Vitae

**Sara Ljungblad**

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## Overview

Sara Ljungblad is doing an internship at Microsoft Research in Cambridge, UK, working with an end-user camera technology in the spring 2008. Previously she has conducted research at the Future Applications Lab, at the Viktoria Institute. Ljungblad recently defended her thesis "Beyond Users: Grounding Technology in Experience" in Human-Machine Interaction, at the Department of Computer and Systems Sciences at Stockholm University. She previously holds a M.Sc. in Informatics from University of Gothenburg and a B.Sc. in Cognitive Science from the University of Skövde. Her research interest is in the field of Human Computer Interaction and her thesis work focused on how to develop innovative information technology taking inspiration not only from the intended users, but from specific experiences that the technology could support. Sara Ljungblad has been working with various technologies in her projects, such as agents and robots, digital camera technology, visualization techniques and intelligent pushpin technology. She has presented her work at international conferences and journals in the area of Human Computer Interaction, Human Robot Interaction, Experience Centred Design and Ubiquitous Computing. Further, she has been giving talks and lectures at different universities and corporations both in Sweden and internationally.

## Professional Activities

*Project leader and active researcher* in collaborative projects at the Viktoria Institute. The research activities involves conceptual design, prototyping, user studies, analysis, observations, interviews, questionnaires, work with programmers and visual designers, writing research papers, presentations and demonstrations.

*Guest lecturer 2007, 2004* - HCI (Human Computer Interaction) methods and Transfer Scenarios at "META In information and Communication Technologies 5p", Chalmers University, April 23, 2007. Examiner Dr. Erik Bohlin. User Driven Design Guest lectures in the course "Application design 10 p" Mobile Services and Telematics Program, IT University, Gothenburg, 2004.

*Teaching 2005, 2004, 2003* - User Driven design at Intelligent Products 5p Course at Intelligent Systems Design Program at the IT-University. Lectures about HCI and user driven design.

*Organiser* of "Designing Robot Applications For Everyday Use", International Robot Workshop, January 13-14, Gothenburg, 2005. <http://www.viktoria.se/fal/events/robotworkshop/>

*Reviewer of conference papers and journals:* E.g. CHI Fullpapers (Conference on Human Factors in computing Systems), CHI interactivity, Ubicomp (International Conference on Ubiquitous Computing) Human Technologies Journal, Personal and Ubiquitous Computing Journal, UIST technical notes.

*Supervisor* of summer interns, master thesis and bachelor thesis projects conducted at the Viktoria Institute.

## Research

*Transfer Scenarios* 2006 - 2007 is a design method part of Sara Ljungblad's thesis work. The method has been developed from research projects such as ECAgents and Context photography. <http://transferscenarios.blogspot.com/>

*ECAgents* 2004 - 2007 (Embodied Communicating Agents), is an EU-project part of Future and Emerging Technologies program (IST - 1940). The applications emerging from this work are:

- *Autonomous Wallpaper*, a system where users can send pictures taken with their camera phones to their living room wall to create an agent (i.e. a flower or other pattern), with a specific dynamic behaviour and appearance on the wall. This work is conducted within the EC-Agent and investigates agent behaviour as interior design. <http://www.viktoria.se/node/1317>
- *Globots* are small, wheeled robots with a visual display on top. They communicate and interact by visual patterns, investigating agent behaviour as hobby and play activities. <http://www.viktoria.se/node/1319>

*Context Photography* 2003 - 2006 is a mobile service project, exploring if invisible e.g. sound, temperature and pollution could become graphical effects and used as creative parameters for amateur digital photographers. This project took inspiration from Lomographers, amateur photographers that take pictures with cameras having optical defects. <http://www.viktoria.se/fal/projects/photo/>

*Pin&Play* 2002- 2005 investigates a computer interface consisting of physical paper and "intelligent" pushpins on a notice board. This system was investigated as a support for a work practice that demands collaboration and large-scale overview. <http://ubicomp.lancs.ac.uk/pin&play/>

*Informative Art* 2002 -2004 explores aesthetic information visualization for everyday environments. A display may for example present real-time bus information visualization, looking like dynamic version of a Mondrian painting, but. <http://www.viktoria.se/fal/projects/infoart/>

#### Selected Peer-Reviewed Publications & Book Chapters

- S. Ljungblad: Beyond Users: Grounding Technology in Experience. Ph.D. Thesis, Dep. of Computer and Systems Sciences, Stockholm University, 2008.
- S. Ljungblad, L. E. Holmquist: Transfer Scenarios: Grounding innovation with marginal practices. *Proc. CHI'07*, ACM Press, San Jose, CA , 2007.
- S. Ljungblad, M. Håkansson and L. E. Holmquist: Ubicomp Challenges in Collaborative Scheduling: Pin&Play at the Göteborg Film Festival. *In Personal and Ubiquitous Computing 2006*. Springer Verlag. 2006.
- M. Håkansson, L. Gaye, S. Ljungblad and L. E. Holmquist: More Than Meets the Eye: An Exploratory Study of Context Photography. *Proc of NordiCHI 2006*, Oslo, Norway, 2006.
- S. Ljungblad, K. Walter, M. Jacobsson and L. E. Holmquist: Designing Personal Embodied Agents with Personas. *Proc of RO-MAN06*, Hatfield, United Kingdom, 2006.
- S. Ljungblad, D. T. Chan and L. E. Holmquist: Intersection: Computer Graphics for Everyday Living. *Proc. of Sketches and Applications, Siggraph'05*, Los Angeles, 2005.
- S. Ljungblad, Maria Håkansson, Lars Erik Holmquist, Magnus Bång, Erik Berglund, Anders Larsson: Augmenting Paper Based Workpractices. *Adj. proc. of Ubicomp 2004* (interactive poster)
- S. Ljungblad, T. Skog and L. E. Holmquist: From Usable to Enjoyable Information Displays. Book chapter in *Funology: From Usability to Enjoyment*, eds. M. Blythe, A. Monk, K. Overbeeke and P. Wright, Wolters Klüwer Academic Publishers, Human-Computer Interaction Series Volume 3, ISBN 1-4020-1252-7, 2003
- T. Skog, S. Ljungblad and L. E. Holmquist: Between Aesthetics and Utility: Designing Ambient Information Visualizations, *Proceedings of InfoVis 03*, Seattle, US, 2003

#### Selected Talks

- Microsoft Research* - Talk about Transfer Scenarios. Cambridge, UK. February 19, 2007.
- Utsikt Conference (SITI Conference on Applied IT-research in Sweden)* – Invited talk about Lomographers and the designprocess of Context Photography, Stockholm. Feb. 7, 2007 <http://www.sics.se/utsikt07/>
- Data Föreningen, West Sweden* – Invited talk about my research activities. April 28, 2005.
- Hide Tokuda Lab*, - Talk about the projects Pin&Play and Context Photography. Keio University, Shonan Fujisawa Campus, Japan. May 24, 2005
- MIT, Media Lab* - Presenting Context Photography. MA, Cambridge USA. August 5, 2004.
- Intel Research Berkeley and Parv, Palo Alto*, Talk about Informative Art, CA, USA. June 3, 2003

#### Network in Academia and Industri

Nationally, Sara Ljungblad has on-going collaboration with researchers in the SSF-funded project Mobile Services. E.g. SICS Interaction Lab (led by Prof. Kristina Höök) and the II Mobility Studio (led by Dr. Oskar Juhlin). She has collaborated with researchers at Santa Anna Institute (see Ljungblad et al, 2004). Her industrial contacts for research are e.g. SmartSign, and Göteborg International Film Festival.

Internationally, Sara Ljungblad has contacts with researchers Carnegie Mellon (Bilge Mutlu), Hertfordshire University (Lars Olsson, Kerstin Dautenhahn) and EPFL in Lausanne (Dr. Fredric Kaplan). The ECAgents project, include partners such as Sony Computer Science Labs Paris (Prof. Luc Steels). Furthermore, she has contacts with researchers at Glasqow University (Dr. Barry Brown) Microsoft Research in Cambride, UK (Alex Taylor), Distance Lab in Scotland (Stefan Agamanolis) and others.

#### Education

- 2008 **Ph.D. thesis defense, April 25** in Human-Machine-Interaction at the Department of Computer and Systems, Stockholm University. 2003-2008 Lars Erik Holmquist employed at SICS and Mobile Life Centre at Stockholm University is the supervisor.
- 2003 **Masters of Science in Informatics** at Göteborg University, Sweden.
- 2002 **Bachelor of Science in Cognitive Science**, with courses on usability and human cognitive abilities, obj. oriented, proc. and decl. programming, qual. and quant. methods. Department of Computer Science, University of Skövde, Sweden 1998 – 2002.
- 2001 **Exchange student** McGill University in Montreal, Canada. Studying courses in system analysis and design, visual basic, consumer behaviour) and in Science (perception).
- 1996 **High school Graduation** from Haganäs Gymnasieskola, Älmhult, Sweden. Three year study program with a focus on Economics, Marketing and Accounting 1993-1996.