

Linda Hirsch

UX Researcher/ PhD Candidate

lindahirsch.de

Short Profil

Leadership

Led and collaborated in multi-disciplinary, international teams in academia and industry, such as managing the international development team of a logistic system at DHL or leading varying conference workshop, e.g., at [TEI'21](#).

Methodological precision

In depth experience with inferential quantitative, qualitative and creative research methods, including data analysis and evaluation methods for parametric and non-parametric data and a broad set of qualitative research and design methods (e.g., Research through and in Design, speculative design).

Extra-curricular activities

Since high school, engaging constantly in extra-curricular projects and activities next to the main occupation. E.g. 2nd Price at the healthcare hackathon for an [AR wound analysis app](#), Kiel 2018, Germany.

Invited Lectures and Talks

[Guest lecturer](#) at LMU Munich and [guest talks](#) at University of Lapland, Finland and at Simon-Fraser University, Canada speaking about the "Contextualization of Interfaces". Additional invited talk about "The three Socials of Asynchronous Social VR" at the [XR Science Award](#) 2022.

Social Engagement

Fostering community building and education through extensive volunteer work. E.g. acting as mentor at DUALUMNI, the DHBW alumni association or chairing at scientific conferences, e.g. [TEI'23](#) or [MuC'22](#).

Organizations and Collaborations

Organization of events in collaboration with companies of various sizes and level, e.g. in collaboration with SAP the workshop "Being visual at work". Co-managing the booster club "Studenga" as deputy representative in 2014-2015.

Work Experiences

UX Researcher | May 2019 - April 2024

Media Informatics Group at LMU, Munich, Germany

Publications: 19 first-authorship + 4 co-authorship.

Designed and conducted lab and field studies.

Short- and long-term studies with participants numbers from 4-50.

Experienced in mixed-method approaches and empirical studies.

Applied and evaluated questionnaires.

e.g., NASA-TLX, iPANAS, Social Presence, Presence in VR, Experience Use

History, Place Attachment, Sensemaking and AttrakDiff.

User groups in the studies.

e.g., experts from various backgrounds, students, children, athletes, people with visual impairments.

Teaching and Organization:

Coached and supervised 22+ Bachelor/Master theses students. Created lecture material, gave coding introductions and supervisions in 4 different courses.

Organized the teaching plan for 2 years for the department.

Creative Technologist | Oct. 2018 - Apr. 2019

IXDS GmbH, Munich, Germany

Developing innovative concepts and implementing high-fidelity hardware, AR and VR prototypes in close collaboration and communication with our global industry partners. Presented the developments at client events in front of +300 visitors. Developing interactive exhibition installations for public events (e.g., [MCBW](#)).

Business Analyst, IT Specialist | Oct. 2015 - July 2016

DHL eCommerce

Consolidating the data of 28 globally distributed and maintained systems into one data management system. Substitute project lead for the global package logistic system CONNECT, including stakeholder management with over 18 different parties of cultural backgrounds and requirements. Running workshop with the regional subsidiaries in Asia-Pacific, USA and Europe.

Internships

Creative Technologist Intern | Feb. 2018 - Oct. 2018

IXDS GmbH, Service Design Agency, Munich, Germany

Delving into hardware prototyping, including Raspberry Pi programming, mqtt, node-red and Arduino libraries. Co-organizing workshops and networking events to foster long-lasting client relationships. Organizing and fostering internal team events and communication across teams.

Data Analysis Intern | July 2017 - Sept. 2017

UBI Global, Stockholm, Sweden

Data gathering, cleaning and evaluation over 259 business incubators and accelerators. Co-creating the [world benchmark report](#) 2017/2018 based on the evaluated data.

Education

PhD Candidate | May 2019 - prospectively April 2024

Media Informatics Group at LMU, Munich, Germany

I focus on developing and evaluating interaction design strategies to increase social awareness and connection for the urban outdoors and virtual reality (metaverse). This includes designing for meaningful user experiences, increasing user engagement and comply to nowadays needs.

Master of Human Social Science | Oct. 2016 - July 2018

Human-Computer Interaction, Uppsala University, Uppsala, Sweden |

Grade: VG (pass with distinction)

A high emphasize on embodied interaction, information visualization and UX research methods.

Bachelor of Science | Oct. 2012 - Sept. 2015

International Management of Business and Information Technology, DHBW Mannheim, Mannheim, Germany, in cooperative education with the Deutsche Post IT Services. | Grade: 2,1

Practical phases included: Project management, developing tools for cost management, license management, employee training and a shipping client. Theory phases focused on: web programming, system architecture and project management courses.

A-levels | 2001-2010

Friedrich-Ebert Gymnasium, Bonn, Germany | Grade: 2,4

Research Methods

Prototyping, A/B tests, elicitation studies, focus groups, interviews, (online) surveys, experience sampling via chatbot, field observations, epoché, place analyses, literature surveys, bodystorming and speculative design methods.

Applications and Tools

For Programming

Hardware Prototyping, Arduino IDE, Visual Studio Code, Git, Unity, Terminal

For Data Evaluation

RStudio, Microsoft Excel, Consens.io, Boris, Processing

For Design

Adobe Photoshop, Illustrator, InDesign, After Effects

For Project Management and Teaching

Miro, trello, Microsoft Office, Zoom, Moodle, Confluence, Sharepoint

Project Management

Time management, event organization, team lead, international collaboration, task planning and distributing, communication and problem solving.

Social Skills

As female representative in our department, I established gender-neutral language, pushed for more diversity in the senior positions (we will get a female interim professor from November 2022 on) and am the contact person for potential issues on student and colleague level.

Languages

Programming

Web programming languages (Html, css, javascript), c++, command line language (macbook)

Spoken

German (Mother tongue), English (C1), French (B1), Spanish (A1), Swedish (A1)

Exploiting Inattentional Blindness

Published in Ubicomp'21 (Journal)

A literature study about inattentional blindness and design strategies to mitigate and exploit the concept within Human-Computer Interaction research. Testing these derived design recommendations in an outdoor study with developed prototypes, the results confirm that intentional blindness can be used to integrate interfaces into shared, public places by avoiding disruptions and information overflow but by keeping them explicit or recognizable.

Embedded AR Storytelling

Published at Tangible, Embedded, and Embodied Interaction'22 (Conference)

Developing and testing 2x2 AR applications to compare passive, informative AR

content versus morally embedded and interactive content to foster sense making and trigger users socio-emotional understanding. The app content was place specific and linked to the places' historical significance. Accordingly, we tested the apps at two public places, two AR apps for each place. The results confirm the potential of morally embedding AR interaction for sense making.

Traces in Virtual Environments

Published in IEEE Transactions on Visualization and Computer Graphics 2022/09/01 (Journal)

Exploring traces resulting from prior VR user interactions as social cues to develop social VR environments and experiences. The paper presents a framework, introduces the design concept of Traces in VR and validates the concept in two empirical lab studies confirming their effect on social presence.

User Experience Research Project | Oct. 2016 - Jan. 2017

Non-use of First-Person Shooter Games, Uppsala University, Uppsala, Sweden

Identification of player profiles and motivations to stop playing first person shooter games and strategies to mitigate these. In an international team of 5 aligning work ethics, approaches and expectations, leading to the best team performance within the course.

User Experience Design Project | Jan. 2015 - March 2015

DHL License Management, Prague, Czech Republic

Conceptualizing and developing a knowledge management platform for the DHL license management department using Microsoft Sharepoint. Gathering requirements from and evaluating the solution in an iterative design process with the team members.

Au-Pair | Feb. 2012 - July 2012

Maule, France

Taking care of three children in the age of 4, 7 and 11 and sharing the same household with the whole family.

Volunteer Gap Year | Sept. 2010 - Aug. 2011

LoveLife, HIV/Aids prevention campaign, Durban, South Africa

Organizing youth festivals, running educational programs with children from the age of 8 - 22 and consulting patients diagnosed with HIV/Aids. Reacting and adapting to the strongly different cultural beliefs, norms and habits. Self-organized recruiting of schools and partners to implement the programs.

DUALUMI e.V. | Since 2019

Member of DUALUMNI e.V. to support next student generations and mentoring them in their career.

ReDi School | 2019

Munich, Germany

Teaching and venue co-organization at ReDi school 2019. Educating about prototyping and User Experience design.

MVAI NGO | 2018 - 2019

Uppsala, Sweden

Member of MVAI (Massive Violence Awareness Initiative) to raise awareness toward and educate about genocides and their global effects in an international

Student Deputy Representative | 2014 - 2015

DHBW Mannheim, Mannheim, Germany

Coordinated and managed a team of 50 organized in 6 sub-teams. Formulating proposals to develop the DHBW constitutions and regulations. Representing the students at official events and the alumni association. Supervising over 20 different types of events and activities.

Representative of the Faculty of Economics | 2013 - 2015

DHBW Mannheim, Mannheim, Germany

Defining and determining in collaboration with professors and university staff the course schedule and recruitments of lecturers. Evaluating lecturer performances and resolving course issues.