

Dr. rer. nat. Linda Hirsch

UX Researcher/ Postdoctoral Fellow

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 logistics system at DHL or leading varying conference workshops, see, e.g., [CHI'26](#), and organizations, incl. [CHI'24](#) or [TEI'26](#). Former lead in DEI initiatives at LMU Munich Media Informatics, resulting in, e.g., hiring the first female professor.

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).

Fellowships, Prizes, and Awards

Current recipient of the [postdoctoral fellowship](#) of the CCCR, Santa Cruz, CA, and winner of the Walter Benjamin grant (DFG, Germany) in 2024. 2nd Prize at the healthcare hackathon for an [AR wound analysis app](#), Kiel 2018,

Germany. Finalist at the [XR Science Award 2022](#). Best paper award for "[Design Recommendations for Historical Cemeteries Using Speculative Design](#)" at Mindtrek'22."

Invited Lectures and Talks

Repeatedly invited [guest lecturer](#) at Bamberg University and internationally invited speaker at 10+ universities and events in the [USA](#), [Finland](#), Canada, Austria, and [Germany](#), speaking about the Games and Learning Technologies for Climate Resilience, the Contextualization of Interfaces, and [Social VR](#).

Engagement, Organizations, and Collaborations

Fostering community building and education through extensive volunteer work. E.g., event and conference organizations in collaboration with companies of various sizes and levels, such as with SAP the workshop "Being visual at work". Co-managing the booster club "Studenga" as deputy representative in 2014-2015. Co-leading NSF AISL, CISE and K12 grant proposals with community organizations, such as the Community Emergency Response Team (CERT). Member of CERT since the completion of the basic training in 2025.

Work Experiences

Postdoctoral Fellow & Lecturer | Jun. 2024 – Today

Computational Media Department at UCSC, CA, USA

[Publications](#): +35 first-authorship + 12 co-authorship.

Focus: Playful Technologies for Bottom-up Climate Resilience

Community-centered co-design, intergenerational studies, looking at behavioral intent, change, social responsibility, and participative efficacy.

Methods & Evaluation criteria: Hedonic TAM, geographical distance questionnaire, co-design workshops, field studies.

Senior UX Researcher | Jan. 2024 – May 2024

Fraunhofer FIT, St. Augustin, Germany

Focus: XR for AI in production contexts & remote XR collaboration

Mixed-method studies with field workers and experts, researching the socio-technical impact of XR and AI on production workers and XR remote collaboration, combining AR with VR, tablets with glasses and phones, etc.

Methods & Evaluation: Presence, Social Presence, Observations, Interviews, NASA-TLX, task completion, etc.

UX Lecturer & Postdoc | May. 2023 – Dec. 2023

Human-Centered Ubiquitous Computing at LMU Munich, Munich, Germany and DHBW Mannheim, Mannheim, Germany

Focus: Teaching and Supervision in Human-Centered Computing,

[Research on XR design](#)

PhD Co-supervision, leading to, e.g., a [Machine Learning publication](#).

UX Researcher/ PhD | May. 2023 – Dec. 2023

Human-Computer Interaction Lab at LMU Munich, Munich, Germany

Focus: Meaningful Human-Environment Interaction

Field and lab studies, prototyping, material exploration, literature reviews, frameworks, and concepts. Teaching and supervision of +25 theses.

Methods & Evaluation criteria: iPanas, APAS, attrakDiff, TAM, elicitation study, speculative design, 3D visualizations, Bayesian statistics, thematic analysis, etc.

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 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, Bonn, Germany

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

Education

PhD | May 2019 – May 2024

Media Informatics Group at LMU, Munich, Germany

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 complying with current needs.

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

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

Grade: VG (pass with distinction)

A high emphasis 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, community-centered and co-design approaches, and provocative and speculative design methods.

Applications and Tools

Programming

Claude.ai, ChatGPT, Arduino IDE, Visual Studio Code, Git, Unity, Terminal, PyGame, Node-RED

Data Evaluation

RStudio, Jasp, Atlas.ti, Consens.io, Boris, Processing

Design

Adobe Creative Cloud, Firefly, Canva,

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. I was in charge of teaching organization at LMU Munich for 2,5-3 years.

Social Skills

As a female representative at LMU Munich, I established gender-neutral language, pushed for more diversity in the senior positions (the first female interim professor for the group), and was the contact person for potential issues on the student and colleague level. I am a team player and value constructive critique and mutual support, including taking care of others' well-being by, e.g., organizing team off-sites and social events.

Languages

Programming

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

Spoken

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

Intergenerational Flood Resilience Game

Accepted at CHI'26 (Conference)

An iterative research for and through a co-design approach to develop a locally adapted tabletop game for a community-led educational Center for intergenerational play. The study included onsite observations and testing (n = 254), followed by two surveys, one immediately after playing (n = 57) and one conducted two weeks later (n = 11), assessing players' awareness, sense of empowerment, and agency. The work contributes a transferable game concept that reflects complex real-world interdependencies, empowering a sense of agency through practice-based game mechanics.

Contextualizing Public Interfaces

Published in ToCHI'25, vol. 32, issue 6 (Journal)

Iterative development and testing of the "Traces in Use" strong design concept, starting from real-world inspirations, over theory integration to an abstracted and empirically evaluated concept. The work comprises four studies, alternating

between lab and field, expert and non-expert users. In addition to thematic coding schemes, the work also provides annotated portfolios, a project-specific dictionary, and three interactive, tangible prototypes (hard- and software prototyping) tested at public places.

Traces in Virtual Environments

Published in IEEE TVCG, vol. 28, issue 11 (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. Results are mainly based on inferential and Bayesian statistics, comparing the potential of the concept being transferable and similarly perceived across environments.

Community Co-design Project | Oct. 2016 – Jan. 2017

Technologies for Bottom-up Climate Adaptation and Resilience, Santa Cruz, CA, USA

An ongoing project with multiple user studies, including a 3-month co-design workshop series with non-expert community members. Recruiting ran via mouth-to-mouth, poster, advertisement in local newspaper, etc., leading to a highly diverse demographic of participants. Results emphasized the need for neighborhood interventions, positive engagement experiences, and increased transparency between collaborators (including the city, researchers, and non-expert residents).

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.

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.

CERT (Community Emergency Response Team) since 2025

Santa Cruz, CA, USA

Local member of the Santa Cruz CERT team to assist in the case of natural hazards, evacuation or other emergencies.

DUALUMI e.V. | 2019-2025

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 context.

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 recruitment of lecturers. Evaluating lecturer performances and resolving course issues.