

Virginia Cruz

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French, Spanish, bilingual

English, fluent

German, notions

CURRENT

Partner and designer at idsl, Interaction Design Sight & Lab

EDUCATION

Master of Arts, Industrial Design, Royal College of Art (UK)

London, 2001 - 2003

Ecole des Mines de Paris

Engineering diploma, speciality: design engineering. Paris, 1999 - 2001

Ecole Polytechnique

Engineering diploma. Paris, 1996 - 1999

EXPERIENCE

idsl, Interaction Design Sight & Lab

Interaction designer. 2008 - Present

Conseil National du Numérique (French National Digital Council)

Member, appointed by Presidential Decree. 2013 - 2016

Orange France Télécom Group, Orange Labs, Explocentre

Interaction designer: group design strategy, innovation management, service design, human computer interaction. 2006 - 2008

France Télécom R&D, Smart Objects and New Interfaces Lab

Interaction designer: ambient intelligence, future mobile services, wearables. 2004 - 2006

Sacred World Foundation (India)

Interaction designer for the 'The Eternal Gandhi Multimedia Museum'. New Delhi, 2003 - 2004

Sony CSL, Sony Computer Science Lab Paris

Project 'Near Future Personal Music Experience' led by Atau Tanaka.

Storyboard of 'Café Sound Paris' video, collaboration with Nicolas Gaudron. 2003

Sony Europe R&D

Project 'Intelligent clothing and wearable computing'. Conceptual design. 2002

Manufacture de Maroquinerie du Dauphiné, Louis Vuitton

Innovation management in luxury fashion industry: Improve the process from design to manufacturing. 2000 - 2001

Electrolux Floor Care and Light Appliances AB, Innovative Engineering Group (Sweden)

Concept development of a new vacuum cleaner. Stockholm, 2000

La Bagagerie

Design of a handbag, sale of the model for the 2002 summer collection. 1999 - 2001

Research Laboratory of the Museums of France, Le Louvre

Laboratoire de Recherche des Musées de France, C2RMF, UMR 171 CNRS.

Research assistant: Post-glacial paints, analysis of prehistoric pigments. 1999

TEACHING AND MENTORING

Ecole Polytechnique

Course for 3rd-year and Master 1 students: 'Designing interactions' (interaction design, service design, design thinking, innovation). For the Humanities and Social Sciences 3rd-year programme. Co-founder, supervisor and teacher with Nicolas Gaudron. 2008 - 2018

Sciences Po Paris

Lecture with Nicolas Gaudron for the course run by Emanuele Quinz: 'Design, Innovation, Participation course'. 14.02.12

Master of Research, Arts et Métiers ParisTech and Strate

Course on interaction design methodology, with Nicolas Gaudron. November 2011

Stanford University ME310 (USA), HPI School of Design Thinking (Germany) and Ecole des Ponts ParisTech

Design thinking coaching of a multidisciplinary project team.

Coach with Nicolas Gaudron. 2011

ENSCI Les Ateliers, Ecole Nationale Supérieure de Création Industrielle

Lecture for the conference series 'Rencontres des Ateliers', with Nicolas Gaudron. 28.04.11

Le Camping by Silicon Sentier, Paris start-up accelerator programme

Mentoring session for ITIPIC start-up, with Nicolas Gaudron. 29.01.11

Stanford University ME310 (USA) and Ecole des Ponts ParisTech

Design thinking coaching of a multidisciplinary project team.

Coach with Nicolas Gaudron. 2010

ENPC, Ecole des Ponts ParisTech

Workshops on interaction design with Nicolas Gaudron. 2008 - 2011

Strate

Workshops on interaction design with Nicolas Gaudron. 2009 and 2010

Lecture on interaction design. 29.10.10

Visiting tutor. January 2009

ENSAD, Ecole Nationale Supérieure des Arts Décoratifs

Studio 'Smart objects, product interaction design'.

Co-founder, supervisor and teacher with Nicolas Gaudron. 2006 - 2007

ENSAD, Ecole Nationale Supérieure des Arts Décoratifs

Lecture on interaction design for the conference series 'Les Mardis du Design'. 09.05.06

LECTURES, JURYS AND AUDITIONS

Futur.e.s 2018

Conference Masterclass: 'Ethique du design, réalité virtuelle et augmentée : comment faire pour que l'utilisateur ne perde pas pied ?'

Guest speaker with Nicolas Gaudron. Paris, 22.06.18

Entrepreneur.e d'intérêt général, 2nd edition I

State programme for the digital transformation of State, initiated by French President and managed by Etalab, French task force for Open Data.

Selection of in-residence teams. Jury member. Paris, 15.11.17

Entrepreneur.e d'intérêt général, 2nd edition I

State programme for the digital transformation of State, initiated by French President and managed by Etalab, French task force for Open Data.

Selection of projects submitted by State departments. Jury member. Paris, 05.07.17

UX Hong Kong 2016

Panel: Innovation through user-centred design, organised by UX Hong Kong.

Guest speaker with Nicolas Gaudron. Hong Kong, 10.03.16

LuxePack Monaco 2015

Round table 'Smart packaging: how to make packaging smart' at LuxePack Monaco 2015, premier show for creative and luxury packaging.

Facilitator with Nicolas Gaudron. Monaco, 22.10.15

EPITECH Bordeaux

HUB Conference

Lecture with Nicolas Gaudron: 'Design interactions with objects' 05.10.15

University of the Arts, London (UK)

Artsmart, UAL Futures Global Skype Relay. 09.07.15

Digital Change of Public Action meeting

Contributory meeting for the national open democracy debate on digital revolution, organised by the French National Digital Council for the French Government.

Workshop facilitator with Julien Daubert: 'Open Data'. 19.01.15

ENS Cachan

Colloquium 'La recherche en design, un enjeu pour l'université Paris Saclay' (Research in design, an opportunity for the Paris Saclay University).

Speaker with Nicolas Gaudron. 16.10.14

2025 World Expo French Parliament mission

Auditioned by the parliamentary mission for the French application to the 2025 World Expo: 'A real exhibition, a virtual exhibit: what about digital?'. 23.09.14

Orange Young Designers Awards 2014

Design competition: 'Orange spreads your wings'. Jury presided by Margaret Stewart, Director of Product Design at Facebook. Jury member. 28.03.14

GOOD'13, Great Outdoors of Design Conference (Netherlands)

Conference organised in Eindhoven by Reach, Global Design Research Network.

Lecture: 'Innovation in bus travel across Europe'. 25.10.13

IPDMC'13, International Product Development Management Conference (FR)

Conference "Re-enchanting Technology", Innovation by Design session

Article presentation with Sihem Ben Mahmoud-Jouini: 'Creative artifacts: how stimulators, demonstrators and prototypes contribute to the creative processes'. 25.10.13

Centre Georges Pompidou

International colloquium 'The behavior of things'.

Speaker at the roundtable on 'Objects with behaviors'. 08.06.13

UX Paris, La Cantine

Lecture: 'Designing the experience of interactive, alive objects', with Nicolas Gaudron. 17.09.12

GOOD'11, Great Outdoors of Design Conference (UK)

Conference organised in London by Reach, Global Design Research Network.

Workshop facilitator and lecturer, with Nicolas Gaudron: 'Moving beyond the technical to embrace the emotional'. 23.09.11

Lieu du Design

Speaker at the conference 'Innovation by design', event for the exhibition 'Objet(s) du numérique, design d'un nouveau monde industriel'. 14.06.11

ANVIE, National Association for the Interdisciplinary Promotion of Humanities and Social Sciences Research to Companies

Conference: 'How to best use virtual technology tools for creativity'.

Speaker with Nicolas Gaudron for the session 'Innovation methodology and tools'. 07.06.11

Cumulus, International Association of Universities and Colleges of Art, Design and Media

Paris Conference 'Crossing Talents'. Cumulus Digital Culture working group's session.

Lecture, with Nicolas Gaudron: 'The process of innovation'. 19.05.11

IBM

Talk on 'Critical design', with Nicolas Gaudron, for the IBM Collaborative User Experience research group (Cambridge, USA). 16.07.08

Oxylane Design

Annual design convention: 'Customer experience through services', Decathlon campus.

Participant to the panel discussion on 'Customer experience at the centre of the design process'. 21.10.07

Centre Georges Pompidou

Conference 'Design and new media, speaker: Jussi Ängeslevä' with Anomos-Mosign.

Organiser and moderator with Nicolas Gaudron. 21.10.07

Centre du Design Rhone-Alpes

Workshop 'Design in the corporate innovation process - collaborating with engineers and R&D teams'. Talk: 'Interaction designer at France Telecom, R&D'. 21.10.07

AWARDS

Grand Prix de la Création de la Ville de Paris

Shortlisted, category: junior designer. Paris, 2003

Design for our Future Selves Helen Hamlyn Competition (UK)

Shortlisted. London, 2003

Critical and Historical Studies, Royal College of Art (UK)

Distinction, for 'The very first contact with objects: a reflection on tactility'. London, 2003

Entente Cordiale Award (France, UK)

Scholarship. London, 2002

Research Prize of the Chemistry Department, Ecole Polytechnique

Prize for 'Analysis of prehistoric pigments' at the Research Laboratory of the Museums of France, Le Louvre. Paris, 1999

EXHIBITIONS

Ethnographic Praxis in Industry Conference EPIC2013 (UK)

Exhibited artefact: 'Coach me: innovation in bus travel'.

Collaboration with Nicolas Gaudron (idsl) and Lionel Ochs (Méthos). London, September 2013

Biennale Internationale Design Saint Etienne

Exhibition: 'Traits d'union, objets d'empathie'.

Exhibited project: Kinetic Sculptures by idsl for reaDIYmate. March - September 2013

Helsinki World Design Capital (Finland)

'8 video portraits of French interaction design', by Association des Designers Interactifs.

Video portrait of Nicolas Gaudron and Virginia Cruz. Helsinki, September 2012

Taipei World Design Expo (Taiwan)

'8 video portraits of French interaction design', by Association des Designers Interactifs.

Video portrait of Nicolas Gaudron and Virginia Cruz. Taipei, October 2011

Lieu du design

Exhibition: 'Objet(s) du numérique, design d'un nouveau monde industriel'.

Exhibited projects: Intensity Player by idsl for Orange Labs and Hacked Monqee by idsl for reaDIYmate. Paris, May - July 2011

Grand Prix de la Création de la Ville de Paris

Show-room Mtop. Paris, 2004

The RCA Show 2003 (UK)

Royal College of Art. London, 2003

PUBLICATIONS

Online article 'Catalyze experimentation in design'

Medium idsl publication page (medium.com/idsl). August 2018

Book 'Beyond design ethnography: how designers practice ethnographic research'

Book edited by Nicolas Nova. Case study: 'Designing experiential shots'.

Authors : Virginia Cruz (idsl), Nicolas Gaudron (idsl), p.93-95. January 2015

Article 'How physical artefacts contribute to design processes'

Authors: Sihem Ben Mahmoud-Jouini (HEC), Christophe Midler (CRG, CNRS-Ecole Polytechnique), Virginia Cruz (idsl), Nicolas Gaudron (idsl).

In Proceedings of 'The Power of Words' conference of the Academy of Management. Philadelphia (USA), August 2014

Article 'Objects in projects - on the role of physical artifacts in project management'

Authors: Sihem Ben Mahmoud-Jouini (HEC), Christophe Midler (CRG, CNRS-Ecole Polytechnique), Virginia Cruz (idsl), Nicolas Gaudron (idsl).

In Proceedings of EURAM 2014, European Academy of Management Conference. Valencia (Spain), June 2014

Online publication 'Les Basiques: Le design d'interaction'

Collection Les Basiques of Leonard/Olats publishing house.

Contribution, with Nicolas Gaudron. September 2013

Article 'Creative artifacts: how stimulators, demonstrators and prototypes contribute to the creative processes'

Authors: Sihem Ben Mahmoud-Jouini (HEC), Christophe Midler (CRG, CNRS-Ecole Polytechnique), Virginia Cruz (idsl), Nicolas Gaudron (idsl).

In Proceedings of IPDMC'13, International Product Development Management Conference. Paris, June 2013

Article 'Open-ended objects: a tool for brainstorming'

Authors: Virginia Cruz (idsl), Nicolas Gaudron (idsl).

In Proceedings of DIS2010. Aarhus (Denmark), August 2010

In Proceedings of IHM09. Grenoble (France), October 2009

Article 'Leading an innovation workshop for pleasurable concepts'

Authors: Agnes Gimeno (Orange Labs), Virginia Cruz (idsl), Nicolas Gaudron (idsl).

In Proceedings of DPPI09. Compiègne (France), October 2009

Book 'The very first contact with objects: a reflection on tactility'

Author: Virginia Cruz Critical and Historical Studies, MA Dissertation, Royal College of Art. 2003

Article 'Paint analysis of some post-glacial sites in South-Eastern France'

Authors: Philippe Hameau, Virginia Cruz, Eric Laval, Michel Menu and Colette Vignaud.

L'Anthropologie 105, p.611-626. 2001

PATENTS

Patent on 'Procédé de redirection d'un appel et terminal mobile adapté à mettre en oeuvre un tel procédé'

'Method for rerouting a call and mobile terminal for implementing said method'

Inventors: Virginia Cruz, Dominique Pascal and Eric Villain.

Patent filed by France Telecom. 2006 (international extension 2007)

Patent on 'Système, procédé et programme de régulation de communications émises ou reçues par un terminal mobile dans une zone dédiée de communication'

Inventors: Virginia Cruz, Dominique Pascal, Jean-Paul Viboud and André Weill.

Patent filed by France Télécom. 2005

PRESS

Etalab blog

Article 'Entrepreneure d'Intérêt Général' by Soizic Pénicaud. 29.11.2017

Magazine 'L'OFFICIEL Horlogerie & Bijouterie'

Issue n°36. Article 'Packaging connecté. Quelles perspectives pour les HBJO?' by Isabelle Hossenlopp. November - December 2015

Magazine 'Formes de Luxe'

Article 'Pistes d'avenir, New techs on the radar' by Alissa Demorest.
N°109, November 2015

Book 'Design impact : quand le design crée de la valeur pour l'entreprise'

Published by the France Design Mission.
Case study 'iDBUS', p.58-59. 2015

Blog du Monde 'Internet Actu'

Article 'Les usagers sont la clef de l'amélioration des technologies' by Hubert Guillaud. 28.03.14

Blog 'Ethnography matters'

Article 'Ethnographers creating a better bus riding experience for a diverse set of passengers' by Lionel Ochs. 17.02.14

Book 'L'empathie ou l'expérience de l'autre'

Catalogue of Biennale Internationale Design Saint Etienne 2013, p.49. 2014

Blog 'Innovation Excellence'

Article 'Stimulate creativity - open ended objects for brainstorming' by Nicolas Bry. 16.07.12

Magazine 'L'Usine Nouvelle'

Article 'Les 100 du numérique', issue n°3280, by Aurelie Barbaux. 05.04 to 11.04.12

Magazine 'RSLN, Regards sur le numérique'

Issue on: 'La French touch du design'.

Article: 'Les duettistes', by Pierre Bro, p.19-20. Third Quarter Issue, July 2011

Magazine 'Interior Motives'

Article: 'Renault Dezir', p.38-45. Autumn - Fall 2010

Annuaire des Agences de Design Numérique en France

p.44-47. September 2010

Online magazine, Association des Designers Interactifs

Interview of Nicolas Gaudron and Virginia Cruz, idsI. May 2010

Magazine 'Interior Motives'

Article: 'Renault Zoe ZE', p.4-12. Winter 2009 - 2010

Magazine 'Designplus'

Centre du Design Rhone Alpes, issue n°27 Recherche/Expertises. December 2006

Magazine 'Igloo, Habitat & Arhitectura' (Romania)

Article 'Astepandu-I pe 300' ('Waiting for 300 buses'), issue n. 24-25. December 2003 - January 2004

Website 'IEE Circuit'

Feature article: 'Window on the world - Twin Bus Shelter'. 22.10.03