

# 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 editionI**

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 editionI**

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

### 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 (idsi), Nicolas Gaudron (idsi).

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 (idsi), Nicolas Gaudron (idsi).

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 (idsi), Nicolas Gaudron (idsi).

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

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

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

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 (idsi), Nicolas Gaudron (idsi).

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