

# Michal Luria

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## EDUCATION

### **B.A in Communication**

**2012 - 2015**

*IDC, Herzliya, Israel*

Grade Point Average: **94.78/100**, **Dean's List** 2013 - 2014, top of the class - 2014

Major in **Interactive Communication**. Relevant coursework: **Interaction Design**, UX Design, Media Innovation Lab, **HCI**, **Interactive Media Seminar**, Processing, Interactive Product Design, Intro to Computer Science (auditor), Human-robot Interaction (auditor), Arduino (auditor).

## RESEARCH EXPERIENCE

### **Research Assistant**

**2014 – Present**

*IDC Media Innovation Lab (miLAB), Herzliya, Israel*

#### **"Empathy Objects"**

- Design and execution of 3 laboratory experiments on **social robots** and behavior change, including design of the robot's behavior and the **experimental procedure**, and **data analysis**
- **Project management**, including coordination of faculty and fellow students from different departments
- Leading and participating in academic paper writing
- Full assembly of 3 prototypes of the robot

#### **Smart-home Superintendent Robot**

- **Interaction design** of a noble human-robot interaction, including **tangible icons** for manipulation, **expressive gestures** and screen feedback.
- Design and execution of 3 studies, including improvisations with professional actors, collaboration with a puppet designer and a user evaluation study
- **Leading the full academic paper** on the design process of the robot
- Creating **animations** to determine the robot's movement patterns
- Programming a mobile application for Android to control the robot using voice recognition

#### **"TangiPlan"**

- **UX design** of a tablet application correspondent to an IoT device, TangiPlan, designed to assist children with ADHD to get organized in their morning routine

# TEACHING EXPERIENCE

## **Tutor, "Introduction to New Media"**

**Present**

*IDC, Herzliya, Israel*

- Weekly class tutorials for 170 freshman communication students
- Grading course assignments and exams

## **Guest Lecturer**

**Fall 2014 – Fall 2015**

*IDC, Herzliya, Israel*

In freshman, junior and senior international and Israeli communication classes:

- "Introduction to New Media" (English)
- "Interactive Product Design"
- "Media and Technology"
- "Research Seminar: Interactive Media"

## **Teaching Assistant**

**Fall 2014 - Present**

*IDC, Herzliya, Israel*

- "Media and Technology"
- "Interactive Product Design"
- "Introduction to New Media"

## **Instructor - Freshman Orientation Week**

**Summer 2013**

- Preparing and teaching 6 lectures on academia and learning techniques to freshman students

# PUBLICATIONS

Hoffman, G., Zuckerman, O., Hirschberger, G., Luria, M., & Shani-Sherman, T. (2015). Design and Evaluation of a Peripheral Robotic Conversation Companion. *Proceedings of the Tenth Annual ACM/IEEE International Conference on Human-Robot Interaction* (pp. 3-10). ACM. – *Best paper award*

Park, S., Luria, M., Hoffman, G., Zuckerman, O. (2016). Industry-Academic Collaborative Design Process of an Empathic Superintendent Robot. *Proceedings of CHI '16*. ACM. – *Under review*

## MANUSCRIPTS IN PREPARATION

Luria, M., Hoffman, G., Zuckerman, O., Park, S. Designing a Robotic Assistant for Smart Homes Using a Multi-Channel Design Approach.

Luria, M., Hoffman, G., Zuckerman, O. Designing the Nonverbal Behavior of a Robotic Conversation Companion.

## CONFERENCE PRESENTATIONS

- **HRI'15** - 10<sup>th</sup> ACM/IEEE International Conference on Human-Robot Interaction, 2015
- **IsraHCI'15** - The 4<sup>th</sup> Israeli Human-Computer Interaction Research Conference, 2015

## PROFESSIONAL EXPERIENCE

### Head of Product Department

**2014 - 2015**

*Hippotec, Ltd.*

- Management of the product department, including working with clients, creating and presenting UX concepts and coordinating within and between departments.
- **User experience design** and specification document writing for different projects: games, social networks, IoT, E-commerce and media, on various digital platforms

### Content Editor and Producer

**2013 - 2014**

*IDC 106.2 Radio Station*

- Responsible for the content of the cultural program of the station
- Coordination of broadcasters, artists and the radio studios for live broadcast programs
- Broadcast technician during the program

### Project Manager

**2011 - 2012**

*StyleRiver Fashion E-Commerce*

- Responsible for the UX and the content of the product
- Work with the advertisement agency and PR office to promote the company
- Produce fashion shoots and special events
- Coordinate all projects in the company, including content, computing and fashion departments

## AWARDS AND HONORS

- Best Paper, *HRI 2015 ACM/IEEE International Conference* **2015**
- Dean's Honor List **2013 – 2014**
- IDC Scholarship for Excellence **2013 – 2015**

## COMMUNITY AND NATIONAL SERVICE

**Instructor - "Third Generation for the Third Age" Program** **2013 - 2014**

*"Beit Porteah" Nursing Home*

- A program to teach basic computer and mobile skills to elderly

**Intelligence Corps** **2008 - 2010**

*Israel Defense Forces*

## TECHNICAL SKILLS

- **Interface Design:** Axure, Photoshop, Illustrator
- **Prototyping:** 3D Printing, Laser Cutting, Fusion CAD
- **Animation and Editing:** Blender, AVID
- **Programming Languages:** Java, Arduino, Processing
- **Other:** Latex, SPSS

## LANGUAGES

- Fluent: Hebrew, English, Russian
- Basic: French