ALICJA HALBRYT

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PROFESSIONAL PROFILE

I am an open-minded, well-organized person, empathetic and focused in tech ethics and design. Having been involved in numerous design projects, I became aware of social problems and issues of emerging technologies, and learnt valuable social science research methods to deal with them. Studying philosophy of technology was a natural next step to expand my knowledge of technology ethics and to gather new insights on social design. My experiences enable me to design and evaluate our preferable technological futures.

EDUCATION & QUALIFICATION

MSc Philosphy of Science, Technology and Society
University of Twente
2021-Feb 2024
Learnt about: tech ethics | AI | politics | philosophical anthropology | discourse analysis | STS | HRI | anthropomorphism
Thesis: **Hoax in the Machine: an Ethical Analysis of Perceived Humanness in Social Robots**

MA Service Experience Design and Innovation (Distinction)
University of the Arts London
2018-2020
Learnt about: global design futures | service design for social issues | collaboration with private companies
Thesis: **The Future Pedestrian Among Self-Driving Cars**

BA Design Interactions (2:1)
Lancaster University, UK
2015-2018
Learnt about: empathy | attitudes | relationship marketing | speculative design | design for social change
Thesis: **Speculative Design Strategy for the Hyperloop Transportation System**

SELECTED ESSAYS & PROJECTS

- *'Artificial Intelligence is like a human brain':*
  AI metaphors, their origins and impact. (2022)
- *The ethics of superrealism and depiction of virtual humans in immersive technologies.* (2022)
- *Ethics of anthropomorphic technology: the problem of human-likeness in humanoid robots.* (2022)

  read at medium.com/@alicjahalbryt

△ Individual project   ▷ Team project

- Supervised Injection Site (2017) △
  Understanding Manchester's drug problem and designing a safe space for drug injections
- Korean National Trust Youth (July 2019) ▷
  Design sprint in Seoul; increasing the subscription rate among young Koreans
- 'My personal child genetic record' (2019) ▷
  A future scenario for DNA testing, molecular farming and drug regulations
- Squad Social (April 2019) ▷
  Design sprint; improving an interest-sharing **meet-up app for LGBTQ+ society** in order to encourage meetings amongst users
- Chargers with Personality (2019) ▷
  Redesigning value proposition of an **electric vehicle chargers** provider

  see at alicjahalbryt.com

PROFESSIONAL EXPERIENCE

▷ Research   ▼ Design

Intern   Dec 2023-Feb 2024   ▷
ALLAI
Research on responsible AI; addressing AI's legal, societal, and ethical implications, developing EU-based project on digitalisation of public administration, **designing and supporting stakeholder workshops**

UX Designer   Sept 2022-Nov 2023   ▼
Green Hub Twente
Promoted sustainable lifestyle among students, **annual report design**, **co-developed new sustainability platform** (web and app), built user journeys, created promotion graphic material, design of the office experience, led and coordinated **SDG showcase event**

Service Designer   Jan 2021-April 2021   ▷▼
TGTH
Co-facilitated workshops with clients, prepared client presentations, conducted benchmark research, facilitated a team of students during a design hackathon (3rd spot), **analysed user interviews**

Design & Research Intern   Feb-July 2020   ▷▼
Copenhagen Institute for Futures Studies
Research and analysis of future trends, **co-led a webinar on a delphi study findings**, **remote work** during COVID-19, **article writing**, research for and design of **a webinar on existential threats,** design of promotion graphics and presentations

Service Design Summer Intern   Aug-Sept 2016   ▷▼
Logisfera Nova, Poland
Member of service design team; **service design in practice**; **qualitative research, conducting interviews and field observations**, taking part in ideation; **co-leading Design Thinking workshops**; **co-creating a project's report** both in Polish and English; studio-based work

Freelance

Visual & Service Designer   May-Dec 2020   ▼
HGaaS *(now SES Hydrogen)*
Hydrogen for mobility initiative. Design of the service concept and user journey, design of **brand identity** - website, brand book, promo video

Graphic Designer   2016 - 2021   ▼
Poland 2.0 Summit, TEDx LancasterU, PLUGin Polish Inn. Diaspora
Creating appealing graphics and official documents for **start-ups** and teams organising **annual conferences focused around innovations**

SKILLS

Applied research & Design practice
Desk research, interviews, focus groups, surveys, scenario building, case study analysis, design sprint, concept ideation, non- and digital prototyping, usability testing, user journey maps, empathy maps, storytelling, personas, agile, observations, teamwork in multinational setting, problem solving mindset

Futures thinking
Foresight and future trends analysis, critical approach to emerging tech, ability to consider abstract concepts of the future; life-centred design

Empathy & Openness
Excellent in understanding given target groups and reaching the core of a problem, flexible and open-minded; skilled in transdisciplinary teamwork

Software
Photoshop, Illustrator, InDesign, After Effects; Microsoft OS, Miro, Figma

Languages
Polish (native), English (fluent), French (conversational), Dutch (A2/B1, learning)

INTERESTS & EXTRA ACTIVITIES

Robophilosophy | HRI | Ethics & Tech | Social Design | Space Exploration Ethics | Applied research | aerial silk

Certificates:
Design Council - Design Academy (2019)
OCAD U - Adobe After Effects (2020)

Guest Speaker at:
Creative Informatics: Speculative Design and Future Thinking (Edinburgh, 2020) | Digital Catapult & MA Service Design (London, 2020) | Service Design Fringe Festival, London (2019)