

Curriculum Vitae – Frederick van Amstel

October, 06 / 2013

Summary

Frederick is a PhD researcher at the University of Twente, under the supervision of Dr. Timo Hartmann. His research is focused on participatory design in architecture. Before coming to The Netherlands, he cofounded Faber-Ludens Institute, a non-profit that promoted Interaction Design in Brazil. He lectured in many Brazilian universities and worked as design consultant for companies such as Electrolux, Rede Globo, Odysseia Games and others. Aside from his PhD, he manages Corais Living Lab, a platform for collaborative projects. Frederick holds a Bachelor in Social Communication and a Masters in Technology and Society.

Personal data

Frederick Marinus Constant van Amstel, 30 years, Brazilian and Dutch.

Personal website (English): www.fredvanamstel.com

Twitter: @fredvanamstel (English) @usabilidoido (Portuguese)

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Address: Deurningerstraat, 170C – Postal Code 7522CJ - Enschede – The Netherlands

Language skills

Portuguese, English, Spanish, and Dutch.

Technical skills

Architecture tools (Autodesk Revit, Navisworks): advanced use

Graphic design tools (Adobe Photoshop, Illustrator): advanced use

Movie editing (iMovie, Adobe Premiere): advanced use

Website design (Adobe Flash, Dreamweaver): advanced use

Website programming (HTML, Javascript, PHP): basic use

Hardware prototyping (Arduino, Lego Mindstorms): basic use

Digital Art (MAX/MSP, Processing): basic use

Professional and Academic Experience

2011 – actual – **PhD Researcher** at University of Twente.

2010 – **Guest lecturer** at graduate course on Interior Design. Sustentare Business School. Activities: teaching (Ergo-nomics and Usability).

2009-2010 – **Guest lecturer** at graduate course on Web Development. UEM. Activities: teaching (Interaction Design).

2008 - **Consultant** for a governmental technological incubator. Celta – SEBRAE. Activities: introduce Interaction Design to small companies, working to develop design skills, mentoring.

2007-2011 – **Academic coordinator and lecturer** at Faber-Ludens Institute. Activities: establishing professional graduate curriculum on Interaction Design, cultivating online community, partnering, lecturing, teaching (Foundations of Interaction Design and Sociology of Technology).

2006 – **Assistant professor** at undergrad Web Design course. Opet. Activities: teaching (Web Writing, Flash Animation)

2006-2009 – **Guest lecturer** at undergrad Design course. Unisul. Activities: teaching (Literary Expression and Analysis, Digital Design studio, Usability and Ergonomy).

2006-2008 – **Master in Science, Technology and Society** at Federal Technical University of Paraná. Thesis title: “From Interfaces to Interactions: Participatory Design of the BrOffice.org Portal” (portuguese). Granted student scholarship from Araucaria Foundation. Advisor: Luiz Ernesto Merkle.

2005-2008 – **Independent consultant** for many companies. Selected clients: Duty Free Dufry, Stobag (customized awnings), Magazine Luiza (major retailer), Tramontina (tableware industry), Celta (technological incubator), Mídia Digital (web design agency), Odysseia (board games). Activities: usability evaluation, information architecture, user research, strategic design.

2002-2004 – **Web Designer** for a small Advertising Agency. DC Dois Advertising. Activities: graphic interface design, simple animation (Flash), basic programming (PHP).

2001-2002 – **Webmaster** for a regional news website. Cone Sul Agency. Activities: information architecture, webwriting guidelines, updating information, managing files.

2001-2005 – **Bachelor in Social Communication** (Media Studies) with emphasis in Journalism at Federal University of Paraná. Title of monograph: “User Centered Design of the UFPR website” (portuguese).

Special projects

2003-present – Editor of Usabilidoido (www.usabilidoido.com.br), a professional blog covering topics such as New Media, Social Technology, User Centered Design, Information Architecture, Semiotics. It has more than 800 articles published, 7.000 comments and 800 visitors/day average. It was selected as one of the top 10 blogs in Brazil by Ibest Company in 2005 and 2006.

2007-2012 – Co-founder of Faber-Ludens Institute for Interaction Design (www.faberludens.com.br), a non-profit organization that promotes the integration of Design and Technology in Brazil.

2011-present – Community manager at Corais Living Lab (www.corais.org), the Open

Innovation platform created by Faber-Ludens to host projects from other organizations. The platform offers collaborative tools like project management, blog, real-time text editing, mind maps, social credits, and more. Currently, the platform hosts 136 projects, run by social movements, cultural activists, university teachers, and indigenous people. The platform code is released under a GNU license.

Publications in English

Journal papers

Van Amstel, F.M.C; Zerjav, V; Hartman, T; Van der Voort, M; Dewulf, G.P.M.R. *Expanding the representation of activity for the design of space*. Building Research & Information (submitted).

Gonzatto, R.F; Van Amstel, F.M.C.; Merkle, L.E; Hartmann, T. 2013. *The ideology of the future in design fictions*. Digital Creativity.

Conferece proceedings

Van Amstel, F.M.C; Hartman, T; Van der Voort, M; Dewulf, G.P.M.R. *Visualization Tools for Self-Representation in Healthcare Design*. In: Morello, E., Piga, B.E.A. (eds.). (2013). *Envisioning Architecture: Design, Evaluation, Communication – Proceedings of the 11th conference of the European Architectural Envisioning Association, Milano, 25-28 September 2013*. Roma: Edizioni Nuova Cultura. P 507-514

Van Amstel, Frederick M.C. van; Vassão, Caio A.; Ferraz, Gonçalo B. *Design Livre: Cannibalistic Interaction Design*. In: *Innovation in Design Education: Proceedings of the Third International Forum of Design as a Process, Turin, Italy, 2012*.

Van Amstel, F.M.C.; Silveira, G.S; Hartmann, T. (2011) *A Problem-Solving Game for Collective Creativity*. Annual INSCOPE-Conference, Enschede – Netherlands.

Van Amstel, F.M.C.; Hartmann, T. *Collaborative Planning for Healthcare Environments*. *Interdisciplinary Collaborative Meeting: Computing for Spatial Design, Architecture, and Construction Informatics, 2011, Langwedel*.

Van Amstel, F. M. C. *Power over Mediated Agency and its Ethical Implications for Interaction Design*. 2007, Curitiba. Anais do 2o. Simpósio Nacional de Tecnologia e Sociedade, 2007.

Publications in Portuguese

(Titles have been translated)

Book chapters

Van AMSTEL, F. M. C. . *Towards a dialectical-materialistic methodology for interaction design*. In: SPINILLO, C; BENDITO, P; PADOVANI, S. (Org.). 1 ed. Curitiba: SBDI | Brazilian Society of Information Design, 2009, v. 1, p. 124-134.

Van AMSTEL, F. M. C. . *Communal Virtualities and Complicated Pleasures*. In: Tiago Baeta; Nathália Torenzani. (Org.). 1 ed. Rio de Janeiro: Brasport, 2008, v. , p. 81-84.

Conference proceedings

- GONZATTO, R; van AMSTEL, F. M. C; COSTA, R. T. *Games and Humor within Design Methodologies*, 2010, Florianópolis. Anais do IX Simpósio Brasileiro de Jogos e Entretenimento Digital, 2010.
- van AMSTEL, F. M. C. . *Web 2.0 mediations in a Free Software community*, 2009, Curitiba. Anais do XXXII Congresso Brasileiro de Ciências da Comunicação, 2009.
- van AMSTEL, F. M. C. . *Participation Politics in Interaction Design*, 2009, Rio de Janeiro. Anais do 4º Congresso Internacional de Design da Informação, 2009.
- GONZATTO, R. F.; van AMSTEL, F. M. C. ; JUNGES, Edyd . *Integrating and fragmenting data: a proposal for the evolution of folksonomy*, 2009, São Paulo. Anais do 3º EBAI Encontro Brasileiro de Arquitetura de Informação, 2009.
- van AMSTEL, F. M. C. . *Participatory Information Architecture of BrOffice.org website*, 2008, São Paulo. Anais do 2º EBAI - Encontro Brasileiro de Arquitetura de Informação, 2008.
- van AMSTEL, F. M. C. . *Tasks and Rituals: towards unifying language and action in Interaction Design*, 2007, Balneário Camboriú. Anais do 7º USIHC, 2007.
- van AMSTEL, F. M. C. . *Formation Needs of the Technological Professional in Web Design*, 2007, Curitiba. Anais do 3o Congresso Internacional de Design da Informação, 2007.
- van AMSTEL, F. M. C. . *Folksonomy: Uncontrolled Vocabulary, Information Anarchitecture or Samba of the Mad Black?*, 2007, São Paulo. Anais do 1o Encontro Brasileiro de Arquitetura da Informação, 2007.
- GONZATTO, Rodrigo Fresse, van AMSTEL, F. M. C. *Imagined communities and folksonomic classifications as interculturality phenomena* In: III Simpósio Nacional em Tecnologia e Sociedade, 2009, Curitiba.
- van AMSTEL, F. M. C. . *Folksonomy and Cultural Identity*, 2008, Porto Alegre. Anais do WAIHCWS, 2008.
- van AMSTEL, F. M. C. . *Semiotic Profiling: a method for specifying Graphic Design Interfaces*, 2005, Poços de Caldas. Anais do XI Simpósio Brasileiro de Sistemas Multimídia e Web, 2005.
- ZONATO, T; RIBEIRO, V; van AMSTEL, F. M. C; FILENO, Érico. *The Simplicity Dilemma of Interaction Design*. In: III Simpósio Nacional em Tecnologia e Sociedade, 2009, Curitiba.
- GONZATTO, Rodrigo Fresse ; van AMSTEL, F. M. C. . *Social Video: Proposal for video interaction on the Web*, 2009, Curitiba. Anais do 9º Congresso Internacional de Ergonomia e Usabilidade de Interfaces Humano-Computador.
- van AMSTEL, F. M. C. . *Participatory Design with a Free Software Community: the case for BrOffice.org website*, 2008, Porto Alegre. Proceedings of the VIII Brazilian Symposium on Human Factors in Computing Systems, 2008. v. 378. p. 256-259.
- van AMSTEL, F. M. C. . *Navigation Strategies on the Web: Preliminary Proposal for a Semiotic Approach to the Click Decision*, 2005, Curitiba. Livro de Resumos, 2005. p. 336-336.

Courses taught

Literary Analysis and Expression

30 hours – Undergrad Course on Design - Unisul

A writing course for designers. Most students didn't like to write, so this was a tough discipline. In order to motivate students, they were challenged to start a blog about any professional topic they like. This was the first blogging experience for some of the students and even after the discipline was over, some of them continued blogging.

Writing for the Web

60 hours – Undergrad Course on Web Design – Opet

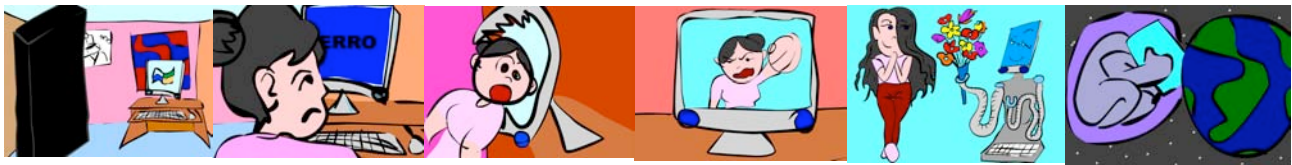
The Web Design course at this University was considered a communication course, so this discipline was fundamental to them. The first assignment was to design an advertising poster presenting a new morning-after pills aimed at young girls. This was a difficult task since women's sexual freedom is not explicitly accepted in Brazil, mainly because of the christian-catholic tradition. The poster at right says: “Moms team can wait for you.”



Graphic Animation for the Web

80 hours – Undergrad Course on Web Design - Opet

This was the first contact students had with the Adobe Flash software. In order to create a ludic context for learning software operations, students were assigned to produce a short animation movie. Before using Flash, they had to write a storyline and design a storyboard. The movie used basic Flash functionality like timeline frames, movieclips, motion tween and layers.

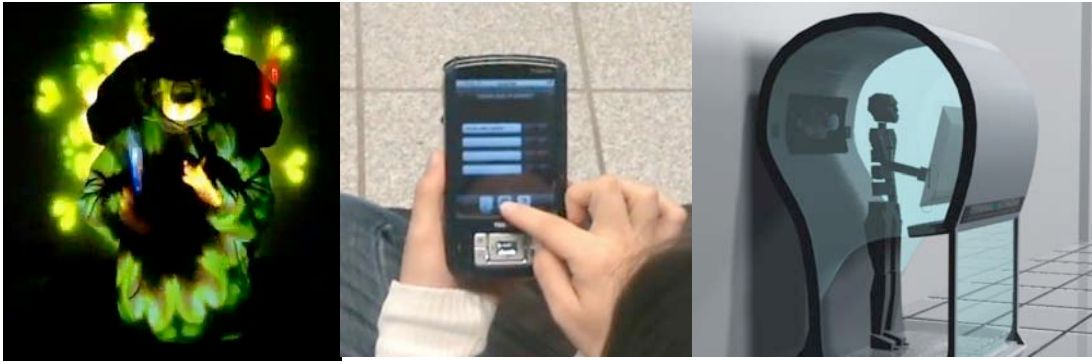


2 minute animation entitled “The return of HAL 9000”.

Usability and Ergonomics of User Interfaces

30 hours – Undergrad Course on Design – Unisul

In this course, students had to realize how to apply standard design methods to the digital realm, using new tools such as video, animation and interactive prototyping.



Yo-yo musical instrument, mobile friend finder, and city kiosk.

Student's works were published in the course blog: <http://artefatosinterativos.blogspot.com/>

Viability Design

30 hours – Undergrad Course on Design – Unisul

At the last discipline of the Digital Design emphasis, students has to learn how to develop a viable product for the local market. Project management, business plan, and technology research were their main activities.



City-wide consumption club program and mobile game.

Interaction Design Foundations

40 hours – Graduate Course on Interaction Design - Faber-Ludens

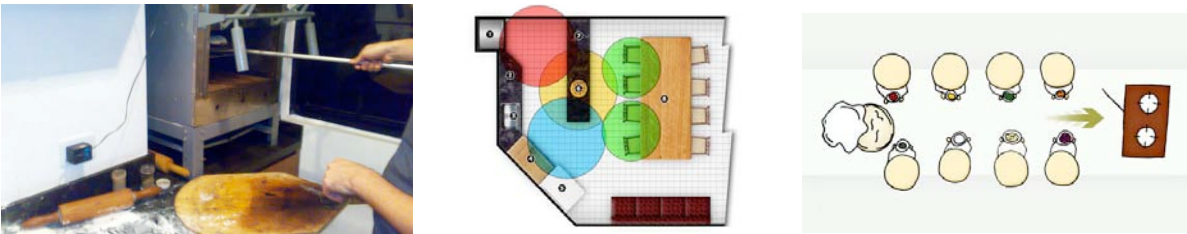
The goal of this discipline is to engage students into deep reflexion about the possibilities of Interaction Design. The biggest challenge was to make them perceive that Interaction Design is not tied to any particular technology. In some cases, the interaction will need the mediation of technology, but, in others cases, no technology is necessary. The main concern was about people's social behavior, driven much more by cultural factors than specific technology features.

The first assignment is to design a Nintendo Wii critical game that proposes a reflection about urban violence. Videogames were used to reflect on videogames, a meta-media exercise. Nintendo Wii platform was chosen because it enable users to express their emotions through their own body, making game actions much more visible to social judgements.



At this game, the player is a ladyboy prostitute that must attract customers and defend her space in order to survive in a big city.

The final assignment was a direct experiment with the abstract notion of Interaction. Students had to analyze an activity using the Engeström System, find some contradictions and try to change the activity introducing new rules for interaction. The rules had to come from a children game.



One student proposed a children game to make the pizza collaboratively: each invitee will take an ingredient and the pizzaiolo will pass through them, aggregating the contributions to the pizza. There were no high technology involved in this project, but it was clear that they were designing interactions.

Sociology of Technology

24 hours – Graduate Course on Interaction Design – Faber-Ludens.

The main goal of this discipline was to demonstrate the social impact of technology and to inspire designers to be conscious of it's accountability. Adopting the Social Design approach, students had to understand and develop products for minorities, in the context of the action research project Digital Literacy. The aim of this project is to integrate traditional language acquiring process with mastering digital tools.



One insightful project was sending and receiving Cultural Probes about the affective side of education in poor communities. A doll head with an “open mind” was sent to teachers and parents for collecting things that they would want children to learn. After that, children could read their wishes and put inside whatever she would want to learn. Teachers asked for

knowledge and discipline, parents for enthusiasm to work and children for questions that adults doesn't like to answer like: "what is sex?", "why is the sky blue?", "what is the matter of the moon?".

Interaction Design

30 hours – Graduate Course on Web Development – UEM

This course is a Design introduction for computer scientists. Design is presented in a practical manner in order to show how it's methods can help the team collaborate to achieve the best Web user experience. Each student group had to create a Web 2.0 service and sell their idea to other groups using only paper, pen and postits. The problem was that the other group had to sell their own idea too, so they wouldn't want to give up their idea to buy another. If they couldn't sell or buy an idea, they could not go to the next step in the project. Further, they implemented the winning idea using web 2.0 collaborative design tools.

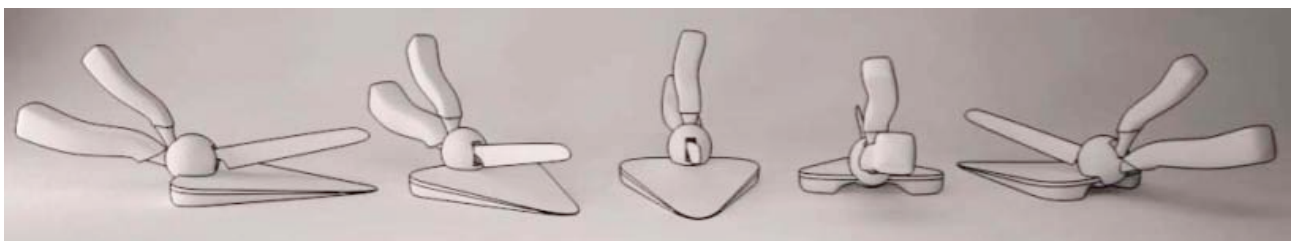


Students works were published in the course blog: <http://artefatosinterativos.blogspot.com/>

Ergonomics and Usability

24 hours – Graduate Course on Interior Design – Sustentare Business School

Three Cognitive Psychology theories are presented: Information Processing, Activity Theory and Embodied Cognition. The first one show students how the mind works, the second one helps working with social constrains and the third one accounts for affect and emotions. For each aspect, students experiment with a set of methods for understanding the particular context of the design project. The assignment involved designing an object that would be crucial in changing the dynamics of an activity.



This is a mockup for a new pizza cutting appliance created from an activity analysis.