

Curriculum Vitae § Dr. Frederick van Amstel

Jan 14, 2022.

SUMMARY

Frederick van Amstel is a design educator and researcher who enables people from different social backgrounds to work, learn, and play together while designing websites, applications, electronic products, games, environments, and other interactive media. His current research investigates *designerly* approaches to overcome oppression and contradiction in the present, past, and future society. For that, he draws theories and practices from Computing, Arts, Humanities, Social Sciences, and other forms of non-academic knowledge.

PERSONAL DATA

Frederick Marinus Constant van Amstel, Brazilian and Dutch nationalities

Date of birth: 26/01/1983

Personal website: <http://fredvanamstel.com>

Social networks: <http://twitter.com/fredvanamstel> / <https://www.linkedin.com/in/usabilidoido/>

Languages: Portuguese, English, Spanish, and Dutch

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Home address: R. Dr. Lauro Wolff Valente, 155, ap. 608, Curitiba, Parana, Brazil.

PROFESSIONAL AND ACADEMIC EXPERIENCE

Mar 2001-Jul 2005 – **Bachelor in Social Communication** (Media Studies) with a minor in Journalism at Federal University of Paraná, Brazil. Monograph: *Design Centrado no Usuário para a UFPR* (User-Centered Design for the UFPR website).

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

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

Jan 2005-Mar 2008 – **Independent consultant** for companies such as Electrolux (electronic appliances), InfoGlobo (media company), Duty Free Dufry, Stobag (customized awnings), Magazine Luiza (major retailer), Tramontina (tableware industry), Celta (startup incubator), Odyseia (board games). Activities: usability evaluation, information architecture, user research, strategic design.

- Mar 2006-Nov 2008 – **Master in Technology** (Science & Technology Studies) at Federal University of Technology Paraná, Brazil. Thesis: *Das Interfaces às Interações: Design Participativo para Portal BrOffice.org* (From Interfaces to Interactions: Participatory Design of the BrOffice.org Portal"). Supervisor: Prof. Luiz Ernesto Merkle.
- Jun 2006-Jun 2009 – **Visiting professor** at Unisul, teaching in the Design bachelor. Courses: Literary Expression and Analysis, Digital Design studio, Usability and Ergonomy.
- Jul-Dec 2006 – **Assistant professor** at Opet, teaching in the undergraduate program in Web Design (technology education). Courses taught: Web Writing and Flash Animation.
- Oct 2007-Mar 2011 – **Founder and president** at [Faber-Ludens Institute for Interaction Design](#). Inspired by European Design schools that embraced the Digital Culture, like Ivrea Institute and its successor, Copenhagen Institute for Interaction Design (CIID), a multidisciplinary group founded Faber-Ludens Institute for Interaction Design in Curitiba, in 2007. As a non-profit organization, Faber-Ludens had a democratic (sometimes anarchic) governance model, which favored intense collaboration between its members and the community. Faber-Ludens faded away in 2014, as the founders moved to other activities. In the 7 years that comprised its life, Faber-Ludens graduated more than 80 students, trained more than 200 people, consulted for 7 companies, and conducted more than 40 applied research projects. It had a lasting impact on the interaction design and user experience scene in Brazil. Activities: establishing professional graduate curriculum on Interaction Design, cultivating online community, partnering, lecturing, and teaching (Foundations of Interaction Design and Sociology of Technology).
- Jan 2011-current – **Community manager** at [Corais Platform](#), the Open Innovation platform created by Faber-Ludens to host Open Design projects from individuals and other organizations. Since 2012, this became an independent cooperative platform for cultural producers in Brazil, maintained by Instituto Ambiente em Movimento and developed by Frederick van Amstel as an outreach activity of his academic work. The community of cultural producers became involved in Corais development since 2012, following government budget cuts. Corais became a major infrastructure for the Digital Culture movement, harboring more than 600 cultural production projects spread over Brazil. The projects range from theater operation to indigenous art exhibitions, yet, they share a common origin in activities that were previously led by the State.
- Apr 2011-Apr 2015 – **PhD researcher** in a joint project between civil engineering and industrial design departments at the University of Twente, Netherlands. The topic was Expansive Design, an approach for doing design based on contradictions, conflicts, and disturbances. Based on design interventions, the research identified six contradictions typically faced by service design and architectural design. The research developed a range of visualization tools to deal with these contradictions in construction projects needed to take services into account. Also, a board game was created to demonstrate the theory, which was later used in many courses worldwide to learn dealing with contradictions. This research was associated to the initial activities of the DesignLab, founded in 2014. Promotor: Prof. Geert Dewulf. Supervisors: Prof. Mascha van der Voort and Prof. Timo Hartmann.

Aug 2015-Feb 2019 – **Assistant Professor** at the Architecture and Design School of Catholic University of Paraná (PUCPR), Brazil, teaching undergraduate courses like Interaction Design, Digital Trends Laboratory, Design Thinking, Information Architecture, and Hypermedia, all of them in the Digital Design bachelor program. In addition to teaching, Frederick collaborated with other Industry actors to create entrepreneurship programs at PUCPR, such as [Apple Developer Academy](#), [Renault Experience](#), [Health Innovation PUC](#), and [PIBEP](#), which were all linked to the University's startup accelerator [Hotmilk](#).

Jul 2016-Dec 2019 – **Guest lecturer** at the Graduate Program in Design from Federal University of Paraná (UFPR). Activities included research collaboration and co-authoring papers, co-supervising Master and Doctoral students, sitting at thesis evaluation committees, and teaching the Educational Game Design course.

Aug 2016-current – **Guest lecturer** at the Graduate Program in Urban Management from PUCPR. Activities included research collaboration and co-authoring papers, sitting at thesis evaluation committees, and teaching Urban Technopolitics graduate course.

Dec 2018-Dec 2019 – **Coordinator** of the consortium between PUCPR and Paraná Federation of Industries (FIEP) formed to execute of the research project "Organizational Learning in Open Innovation Ecosystems". Copel utility company funded the project through the Aneel R&D tax incentive program with a total budget of 3.6 million Reais (approximately 1 million US dollars). The team consisted of 5 professors, 2 PhD students, 2 master students, and 12 part-time staff. The coordinator was responsible for writing the grant proposal, managing the project, facilitating research collaboration workshops, and designing the research products. The main products were: a corporate startup acceleration program, an [online platform for student entrepreneurs](#), and organizational learning related to startup innovation and design thinking. These products contributed to the larger company's efforts in the sociotechnical transition to sustainable energy smart grids.

Mar 2019-current – **Assistant Professor** (Adjunto-A) at the Industrial Design Academic Department of Federal University of Technology – Paraná, Brazil, with the equivalent of a tenure track in Service Design and Experience Design, awarded by the first public tender held in this area in Brazilian public universities. This chair was created to expand the range of specializations offered by the bachelor in Design and to lead research towards new avenues. Teaching activities included the following courses: Design for Social Innovation, Creativity, Research Methodology, Interaction Design, Games and Ludic Activity for Education, Publication Design, Design and Culture, and Sustainable Design. Outreach activities included the Design & Oppression network, a solidarity economy incubator, a theater of the oppressed group, and a COVID-19 information campaign in vulnerable communities. Research activities included founding the Laboratory of Design against Oppression (LADO), developing a research project on open innovation and Internet of Things in collaboration with Bosch Brazil, and writing a proposal for a [new graduate program in Prospective Design](#). An administrative role was played in the Graphic Design's degree internationalization program.

COMPLEMENTARY COURSES FOLLOWED

Theater of the Oppressed Games and Exercises. 8 hours. Center for Theater of the Oppressed (CTO), Brazil, 2021.

Invisible Theater. 15 hours. Center for Theater of the Oppressed (CTO), Brazil, 2020.

Augusto Boal and the Theater of the Oppressed in the Marxist Tradition. 8 hours. Center for Theater of the Oppressed (CTO), Brazil, 2020.

The Joker role. 45 hours. Center for Theater of the Oppressed (CTO), Brazil, 2018.

Forum Theater. 15 hours. Center for Theater of the Oppressed (CTO), Brazil, 2018.

Aesthetics of the Oppressed. 15 hours. Center for Theater of the Oppressed (CTO), Brazil, 2017.

Activity theory and formative interventions. 56 hours. University of Helsinki, Helsinki, Finland, 2012.

Social Shaping of Innovation. 28 hours. University of Southern Denmark, SDU, Denmark, 2011.

UNDERGRADUATE TEACHING EXPERIENCE

Theater Theory and Brazilian Theater, 70hs, Portuguese degree, UTFPR, 2021-

Games and Ludic Activity in Education, 60hs, Chemistry license degree, UTFPR, 2021-

[Publication Design](#), 45hs, Organizational Communication degree, UTFPR, 2021-

[Creativity](#), 30hs, Graphic Design degree, UTFPR, 2019-

[Design for Social Innovation](#), 60hs, Design bachelor, UTFPR, 2019-

[Research Methodology](#), 30hs, Graphic Design degree, UTFPR, 2019-2021

[Design and Culture](#), 45hs, Graphic Design degree, UTFPR, 2019

[Experience Design](#), 80hs, Design bachelor, UTFPR, 2019

[Sustainable design](#), 30hs, Design bachelor, UTFPR, 2019

[Digital Design Final Work](#), 160hs, Digital Design bachelor, PUCPR, 2015-2016

[Digital Design Trends Laboratory](#), 40hs, Digital Design bachelor, PUCPR, 2016-2018

[Interaction Design](#), 80hs, Digital Design bachelor, PUCPR, 2015-2018

[Information Architecture](#), 40hs, Digital Design bachelor, PUCPR, 2016

[Design Thinking](#), 45hs, Graphic Design bachelor, PUCPR, 2016

[Usability and Ergonomics of User Interfaces](#), 30hs, Design bachelor, Unisul, 2009-2010

[Feasibility Design](#), 30hs, Design bachelor, Unisul, 2009-2010

[Graphic Animation for the Internet](#), 80hs, Web Design degree, Opet, 2006

[Writing for the Web](#), 60hs, Web Design degree, Opet, 2006

[Literary Analysis and Expression](#), 30hs, Design bachelor, Unisul, 2006-2009

POST-GRADUATE TEACHING EXPERIENCE (PROFESSIONAL ORIENTED)

[Service Design](#), 16hs, Post-graduation in Digital Business, Universidade Positivo

[Interaction Design Foundations](#), 40hs, post-graduate program in Interaction Design – Faber-Ludens Institute for Interaction Design, 2008-2011

[Sociology of Technology](#), 24hs, post-graduate program in Interaction Design – Faber-Ludens Institute for Interaction Design, 2008-2011

[Interaction Design](#), 30hs, post-graduate program in Web Development, UEM, 2010

[Ergonomics and Usability](#), 24hs, post-graduate program in Interior Design, Sustentare Business School, 2010

GRADUATE TEACHING EXPERIENCE (RESEARCH ORIENTED)

[Designs of the Oppressed](#), 24hs, International Virtual Mobility Program “Destination Brazil”, Andifes, 2021

Special Topics in Technology and Society: Alvaro Vieira Pinto I, Graduate Program in Technology and Society (PPGTE), UTFPR, 2021

Urban Technopolitics, 45hs, Graduate Program in Urban Management (PPGTU), PUCPR, 2021

[Cities and Technologies](#), 45hs, Graduate Program in Urban Management (PPGTU), PUCPR, 2018-2020

[Human-Computer Interaction](#), 32hs, Graduate Program in Informatics (PPGIA), PUCPR, 2018

[Educational Game Design](#), 45hs, Graduate Program in Design (PPGDesign), UFPR, 2016-2019

[Collaborative Future Making](#), 45hs, Pelle Ehn’s master class at the DesignLab, University of Twente, 2015

MASTER SUPERVISION EXPERIENCE

Matheus Corrêa de Souza, Modabilidade como característica de um videogame e seus potenciais impactos e oportunidades para desenvolvedores. (**Moddability as a characteristic of a video game and its potential impacts and opportunities for developers**). 2022. University of Brasília. Co-supervisor.

Gabriel Gonçalves Moreira. Um Jogo Educacional para Ensino do Processo de Teste de Software (**Educational Game for Teaching Software Testing Process**). 2021. Dissertation (Master in Informatics) - Pontifical Catholic University of Paraná. Co-supervisor.

Tania Mara Dors. **The Reflective Practice in a Software Development Studio**. 2019. Dissertation (Master in Informatics) - Pontifical Catholic University of Paraná. Co-supervisor.

Elias Harmuch Neto. *Devigner: A contribuição do perfil transdisciplinar em um ambiente de ateliê de software* (**The Contribution of the Transdisciplinary Profile in a Software Studio Environment**). 2019. Dissertation (Master in Informatics) - Pontifical Catholic University of Paraná. Co-supervisor.

BACHELOR SUPERVISION EXPERIENCE

- Larissa Paschoalin. Metadesign de Serviços e Inovação Social em um Projeto de Capacitação Solidária. (**Service Metadesign and Social Innovation in a Solidarity Training Program**) 2021. Final Work (Graphic Design degree) - Federal University of Technology Paraná. Supervisor.
- Humberto William Salmazo. Memorial Céu Brasileiro Bot: Design Gráfico, Arte Generativa, Visualização de Dados e Automação no Twitter (**Céu Brasileiro Memmorial: Graphic Design, Generative Art, Data Visualization and Twitter Automation**). 2021. Final Work (Graphic Design degree) - Federal University of Technology Paraná. Supervisor.
- Luciane de Carvalho Hulyk. Design Participativo e Economia Solidária: o papel da designer em um projeto editorial participativo (**Participatory Design and Solidarity Economy: the role of the designer in a participatory publication project**). 2021. Final Work (Graphic Design degree) - Federal University of Technology Paraná. Supervisor.
- Vitória Montes Lopes Lima. Projeto Editorial Cartonero e a Estética do Oprimido no Design Gráfico (**Cartonero Editorial Design and the Aesthetics of the Oppressed in Graphic Design**). 2020. Final Work. (Graphic Design degree) - Federal University of Technology Paraná. Supervisor.
- Mateus Filipe De Lima Pelanda. Infradesign: reconhecendo a dimensão projetual do trabalho invisível em projetos de interação (**Infradesign: recognizing the project dimension of invisible work in interaction projects**). 2019. Final Work. (Design degree) - Federal University of Technology Paraná. Supervisor.
- Rafaella Peres Eleuterio. A designer articuladora de coalizões: reflexões sobre um projeto de codesign com mulheres cafeicultoras do Norte Pioneiro do Paraná (**The designer as articulator of coalitions: reflections on a codesign project with coffee farmers from Norte Pioneiro do Paraná**). 2019. Final Work. (Design degree) - Federal University of Technology Paraná. Supervisor.
- Guilherme Honorato dos Santos and André Paulo Souza. Quem sou? Livro digital sobre transgênero para crianças (**Who am I? Digital book on transgender for children**). 2016. Final Work. (Digital Design degree) - Pontifical Catholic University of Paraná. Supervisor.
- Marcos Aurélio Balbinot Ferreira Da Silva. **Depressive thoughts: Animation about depression**. 2016. Final Work. (Digital Design degree) - Pontifical Catholic University of Paraná. Supervisor.
- Marcela Cardoso Pereira dos Santos. Preconceito em linhas: Animação sobre preconceito estético (**Prejudice in lines: Animation about aesthetic prejudice**). 2016. Final Work. (Digital Design degree) - Pontifical Catholic University of Paraná. Supervisor.
- Yasmin Mafra da Silva. Relógio digital e alarme para surdos (**Clock for all: Digital clock and alarm for the deaf**). 2016. Final Work. (Digital Design degree) - Pontifical Catholic University of Paraná. Supervisor.
- Rafael Georgete Lange, Rafael Gomes da Silva and Ceres Schneid. Deriva: Aplicativo para explorar a cidade (**Drift: Application to explore the city. 2016. Final Work**). (Digital Design degree) - Pontifical Catholic University of Paraná. Supervisor.
- Victor Gustavo Kubis, Vítor Ângelo de França Serci and Tiago d. Medo Inesperado: Curta metragem sobre síndrome do pânico (**Unexpected Fear: Short film about panic**

syndrome). 2016. Final Work. (Digital Design degree) - Pontifical Catholic University of Paraná. Supervisor.

Vitor Augusto Ezequiel de Souza. Domun: Curta metragem caseiro de terror (**Domun: Homemade horror short film**). 2016. Final Work. (Digital Design degree) - Pontifical Catholic University of Paraná. Supervisor.

Diogo Koenig Mattana. Enigmatron: Sintetizador musical analógico (**Enigmatron: Analog musical synthesizer**). 2016. Final Work. (Graduation in Industrial Design - Final Work Digital Design) - Pontifical Catholic University of Paraná. Supervisor.

Juliana Hiromi Saito. Voxel: Assistente digital para lidar com a procrastinação (**Voxel: Digital assistant to deal with procrastination**). 2016. Final Work. (Graduation in Industrial Design - Digital Design) - Pontifical Catholic University of Paraná. Supervisor.

Erick Gustavo de Oliveira Alcantara and Marta Heupa Klozouski. Deixe_me Curta metragem interativo sobre cyberbullying e o impacto na vida dos envolvidos (**Let_me: Short interactive film about cyberbullying and the impact on the lives of those involved**). 2016. Final Work. (Graduation in Industrial Design - Digital Design) - Pontifical Catholic University of Paraná. Supervisor.

Caroline Nohama and Erik Tetsuji Matsugano Kato. LIT: Casaco digital para ciclistas (**LIT: Digital jacket for cyclists**). 2016. Final Work. (Graduation in Industrial Design - Digital Design) - Pontifical Catholic University of Paraná. Supervisor.

EXTERNAL EXAMINER IN DOCTORAL THESIS'S COMMITTEES

Van Amstel, Frederick M.C .; Battaiola, A .; Padovani, S .; Haase, V. G .. Participation in the evaluation committee of Matheus Araujo Cezarotto. **Detailed game design recommendations to foster and sustain the motivation of children with dyscalculia in educational digital games**. 2019. Thesis (PhD in Design) - Federal University of Paraná.

Battaiola, A .; Heemann, A .; Camargo, D .; Van Amstel, F.M.C .. Participation In The Evaluation Committee Of Daniella Rosito Michelena Munhoz. Design De Jogos De Tabuleiro E Dinâmicas Cooperativas: Uma Abordagem Histórico-Cultural (**Design Of Board Games And Cooperative Dynamics: A Historical-Cultural Approach**). 2018. Thesis (Phd In Design) - Federal University Of Paraná.

Fadel, L .; Kistma, V .; Van Amstel, Frederick M.C .; Battaiola, A .. Participation In The Evaluation Committee Of Michelle Pereira De Aguiar Camargo. Jogos Digitais Educacionais: modelo auxiliar ao processo de design para equipes interdisciplinares (**Digital Educational Games: auxiliary model to the design process for interdisciplinary teams**). 2018. Thesis (PhD in Design) - Federal University of Paraná.

EXTERNAL EXAMINER IN MASTER THESIS' COMMITTEES

Hounsell, M. S .; Kemczinski, A .; Gasparini, I .; Van Amstel, Frederick M.C .. Participation In Board Of Diego Sauter Possamai. Enfatizando A Criatividade No Game Design De Jogos Sérios (**Emphasizing Creativity In The Game Design Of Serious Games**). 2020. Dissertation (Master In Applied Computing) - State University Of Santa Catarina.

Almeida, L. D. A .; Bonacin, R .; Merkle, Luiz E; Van Amstel, Frederick M.C .. Participation In The Evaluation Committee Of Bernardo Alves Villarinho Lima. Híbridões E Adaptações

No Design Participativo Brasileiro Na Computação: Um Estudo Exploratório E Análise Crítica (**Hybridizations And Adaptations In Brazilian Participatory Design In Computing: An Exploratory Study And Critical Analysis**). 2020. Dissertation (Master In Technology) - Federal University of Technology Paraná.

Battaiola, A .; Calomeno, C .; Van Amstel, Frederick M.C .. Participation In The Committee For Jéssica Messias Goss Dos Santos. Análise Da Imagem Do Avatar Em Vídeogames (**Analysis Of The Avatar Image In Video Games**). 2020. Dissertation (Master In Design) - Federal University Of Paraná.

Procopiuk, M .; Gray, K .; Van Amstel, Frederick M.C .. Participation In The Evaluation Committee Of Diego Henrique Da Silva Baptista. Laboratórios Urbanos: Cocriação De Uma Governança Urbana Para Cidades Inteligentes E Sustentáveis No Vale Do Pinhão (**Urban Laboratories: Co-Creation Of Urban Governance For Smart And Sustainable Cities In The Pinhão Valley, In Curitiba**). 2019. Dissertation (Master In Urban Management) - Pontifical Catholic University Of Paraná.

Almeida, L. D. A .; Amaral, M. A .; Gasparini, I .; Van Amstel, Frederick M.C .. Participation In The Evaluation Committee Of Ana Paula Retore. Apropriação Por Meio De Tailoring Adaptável Em Sistemas Colaborativos De Comunicação: Um Estudo De Caso Com O Slack E O Whatsapp (**Appropriation Through Adaptive Tailoring In Collaborative Communication Systems: A Case Study With Slack And Whatsapp**). 2019. Dissertation (Master In Technology) - Federal University of Technology Paraná.

Firmino, R .; Hardt, L. P. A .; Van Amstel, Frederick M.C .; Ibanez-Bueno, J .. Participation In The Committee For Luiza Chiarelli De Almeida Barbosa. Artemídia E Espaço Urbano: Análise De Interações Socioespaciais No Festival Transmediale'18 (**Artemedia And Urban Space: Analysis Of Socio-Spatial Interactions At The Transmediale'18 Festival**). 2019. Dissertation (Master In Urban Management) - Pontifical Catholic University Of Paraná.

Merkle, Luiz E; Amstel, F.M.C. Van; Baranauskas, M. C .. Participation In The Evaluation Committee Of Gustavo Kira. Trajetórias No Design de Interação de Terceira Onda: Participações, seus Rastros, suas Viradas (**Trajectories in Third Wave Interaction Design: Participations, their Traces, their Turns**). 2016. Dissertation (Master in Technology) - Federal University of Technology Paraná.

PUBLIC COMPETITIONS FOR THE PROFESSOR CAREER' COMMITTEES

Jorge, I. M. P .; Kubota, F. I .; Hilu, L .; Kovalski, R. P. G .; Van Amstel, Frederick M.C .. Graphic Design - **Graphic Design With Emphasis On Accessibility**. 2018. Federal University Of Paraná.

INTERNAL COMMITTEES

PIBEP Entrepreneurial Scholarship Program ruling committee, PUCPR, 2016-2017.

Prospective Design Graduate Program proposal committee, UTFPR, 2019-actual.

Graphic Design undergraduate course collegiate, UTFPR, 2021-actual.

OTHER COMMITTEES

- Scientific committee member for the 17th Participatory Design Conference, 2022
- Scientific committee member for the PIVOT 2021 Virtual Conference, Pluriversal SIG, Design Research Society, 2022 (4 reviewed)
- Scientific committee member for the 20th Brazilian Symposium of Entertainment and Games (SBGames), 2021 (1 reviewed)
- Scientific committee member for the 20th Brazilian Symposium of Human Factors in Computing (IHC), 2021 (3 reviewed)
- Guest member in the Working with Disparate Cultures and World Viewpoints sub-committee, Future of Design Education, 2021
- Scientific committee member for the 10th Information Design International Conference (6 reviewed)
- Chair of the Portuguese track and scientific committee member for the 16th Participatory Design Conference, 2020 (19 received / 6 accepted)
- Scientific committee member for the 4th Journey of Advanced Studies in Strategic Design, Graduate Program in Design, Unisinos, 2020 (17 reviewed)
- Scientific committee member for the 19th Brazilian Symposium of Human Factors in Computing (HCI), 2020 (4 reviewed)
- Chair of the Industry track and in the 18th Brazilian Symposium of Human Factors in Computing (HCI), 2019 (6 received / 4 accepted)
- Chair of the Arts & Design track in the 17th Brazilian Symposium of Entertainment and Games (SBGames), 2018 (130 received / 70 accepted)
- Scientific committee member for the 17th Brazilian Symposium of Human Factors in Computing (HCI), 2018 (4 reviewed)
- Chair of the Arts & Design track in the 16th Brazilian Symposium of Entertainment and Games (SBGames), 2017 (130 received / 70 accepted)
- Scientific committee member for the 16th Brazilian Symposium of Human Factors in Computing (HCI), 2017 (4 reviewed)
- Scientific committee member for the Arts & Design track in the 15th Brazilian Symposium of Entertainment and Games (SBGames), 2016 (4 reviewed)

EDITORIAL WORK

Guest editor for the [special issue "Design, Oppression and Liberation"](#), *Diseña*, 2021-2022

PEER REVIEW WORK

Design and Culture

She Ji: The Journal of Design, Economics, and Innovation

CoDesign: International Journal of CoCreation in Design and the Arts

Strategic Design Research Journal
 Computers in Human Behavior
 Entertainment Computing
 InfoDesign
 Urbe
 Journal of Digital Media & Interaction
 Human Computer Interaction
 Acta Ludica

KEYNOTE

[Domesticated futures and monster aesthetics](#), Decolonising Futures in Design Education, ELISAVA School of Design and Engineering, 2021
 South Trajectories, Link, University of Auckland, 2021
 Decolonizing Design Research towards the Pluriverse, SDS2021 Sustainable Design Symposium, UFPR, 2021.

TALKS, GUEST LECTURES, AND PANELS

[Designing for / Designing against](#), Collective praxis as designing radicality, Loughborough University, 2021
[Designing relations in Prospective Design](#), Transition Design Seminar, University of Texas, 2021
 Decolonizing the Design Studio, Research & Design Colloquium, UFC, 2021
 Ethics and aesthetics of experience designed for the Other, Product Arena, 2021.
 Learning Participatory Design with Children, NaRedeComLabGrim, UFC, 2021.
 Computer-mediated Education and Oppression, Academic Degree in Computing Week, UTFPR, 2021
 Prospecting futures, Meetup Focal Points, Cubo Itaú, 2021
[Relational design and the contradiction of oppression](#), Cátedra Diseño, Arte y Ciencia, Universidad Jorge Tadeu Lozano, 2021
 Anthropophagic Interaction Aesthetics, Jornadas DEMULTS, UFRPE, 2021
 Thinking (inside of) outside of the box, 7th Mechanical Engineering Academic Week, UTFPR, 2021
 Going beyond User-Centered Design, Software Engineering Student Academic Week, PUCPR, 2021
[Researching-creating for liberation](#), IV Meeting of Research Seedbeds, Universidad de Ibagué, 2021
[Designing against oppression](#), Critical Design Roundtable, Cornell University, 2021

Liberating futures domesticated by imperialist design, Prospective Design seminars, UTFPR, 2021

Radical Alterity in Experience Design, panel discussion on inclusive design, ACM International Conference on Interactive Media Experiences, 2021

Designing Interactive Spaces, Architecture and Interior Design Meeting, Uniavan, 2021

Interaction Aesthetics and Computer-Mediated Oppression, ACM Brazil SIGCHI chapter, 2021

Feral Creative Practices, panel discussion, Uroboros Festival, 2021

[Pluriversal Design Methods and Critical Ontological Design](#), Future of Design Education, Disparate Cultures and World Viewpoints workgroup, 2021

[Designing for Liberation in Solidarity Economy Circuits](#), 1st Design and Economics unconference, Institute for Creativity and Technology, Ravensbourne University, 2021

[Designing for Liberation](#), KISDTalks 2021, Köln International School of Design, 2021.

Design Decolonial, Encontro Design Ativista, 2020

[Global South Futures of Design Education](#), Futures of Design Education, DRS Pedagogy SIG, 2020

[Pedagogy of the Oppressed](#), Pluriversal Design Book Club, DRS Pluriversal Design SIG, 2020

Prejudices in Human-Computer Interaction, Interações'2020, UFBA, 2020

[Latin American Service Design](#), Copenhagen Institute for Interaction Design (CIID), 2020.

Design Thinking in Design and Engineering, VI Semana Acadêmica dos Estudantes de Engenharia Mecânica, UTFPR, 2020

The prospective power of design, Festival de Interatividade e Comunicação (FIC19), Porto Alegre, 2019

[Vernacular Interaction Design](#), Interaction 12, Dublin, 2012.

PROFESSIONAL ASSOCIATIONS

Association for Computer Machinery (ACM), member, 2021-current

Design Research Society (DRS), member, 2021-current

Brazilian Society of Computing (SBC), member, 2021-current

Brazilian Information Design Society (SBDI), member, 2021-current

Brazilian Association of Social Studies of Science and Technology – ESOCITE.BR, 2019-

RESEARCH GROUP COLLABORATIONS

Laboratory of Design against Oppression (LADO), founder, UTFPR, 2021-current

Strategic Design Research Group, Graduate Program in Design, Unisinos, collaborator, 2020-current

Labor, technology and digital capitalism, Graduate Program in Technology and Society

(PPGTE), researcher, UTFPR, 2019-current

Software Engineering, Graduate Program in Informatics, PUCPR, researcher, 2017-current

Xuê: Participation, Interaction, and Computation, Graduate Program in Technology and Society (PPGTE), researcher, UTFPR, 2016-current

RESEARCH PROJECTS

[Design as a Practice of Freedom in Self-Managed Organizations](#) (2021-2023), Undergraduate research project from UTFPR, funding from UTFPR (R\$4800 = U\$862)

[Designing Metaobjects for Collaboration, Participation and Debate](#) (2019-2020), Undergraduate research project from UTFPR

[Business model design innovation](#) (2020), funding from Araucaria Foundation and Bosch Brazil (R\$14400 = U\$2800)

[Open innovation ecosystem development](#), funding from Araucaria Foundation and Bosch Brazil (R\$14400 = U\$2800)

[Organizational Learning in Open Innovation Ecosystems](#) (2018-2020)

My role: grant proposal writer, principal investigator, project manager, and platform designer

Funding: R\$3.6 million (approximately 1 million US dollars) from Copel, using P&D Aneel tax regulation, grant number PD-2866-0496/2018

Consortium: PUCPR and Sistema FIEP

Participating members: 5 professors, 2 PhD students, 2 master students, 12 staff

Design approach: a continuous participatory innovation process

Main output: Copel+ platform

Summary: Open Innovation inspire big companies to participate in entrepreneurial ecosystems, in the hope of promoting valuable organizational learning. Individual employees can learn together with individual entrepreneurs who are struggling to find a working business model, however, this learning might not be absorbed by the company. One of the reasons for that is the lack of studies on entrepreneurial learning, despite this being considered the only guaranteed result from investing in startups. This research studies how Copel, a major utility company from Brazil, learns from interacting with entrepreneurs in an Open Innovation platform. This platform is based on set of living lab experiments which cocreate, codesign and coexecute startup accelerator programs targeted at the energy sector. The overarching goal of the experiments is to try out different combinations of incentives, processes, infrastructures, policies, and technologies to interact with startups. The experiments results will be compared to generate a set of recommendations for Copel's Open Innovation strategy.

[Designing for liberation](#), self-funded research program (2010-)

Design is often defined as a professional activity that produces physical and symbolic artifacts. However, in contemporary common parlance, the design word is also used to describe the characteristics of this professional activity's products. Despite

professionals claiming responsibility for these qualities, there is ample evidence that such qualities are not defined solely by professionals. Instead, design qualities are selected and shaped by a collective activity that includes amateurs and users. Hence, professional designers design based on what non-professionals design in their everyday lives. The collective reproduction of patterns is evidence of this collective design activity, which we may call design livre in Portuguese. This freedom does not exist without control, though. The State and corporations limit this freedom through symbolic violence, regulations, standards, technological dependence, and training. This research project aims at developing ways to resist and deconstruct these limits, finding breaches to develop autonomous design projects, in particular, in communities that seek freedom of designing as a way to liberate from historical oppressions. The goal of this research project is to develop the philosophical as well as practical foundations for a design as a practice of freedom.

OUTREACH ACTIVITIES

[Design & Oppression network](#), 2020-current

A network of students and professors fighting all kinds of oppression in and through design. The network includes an online weekly reading group, a series of Youtube videos, and an orchestrated participation in design events and conferences. The network is weaved by an expanding group of volunteer complicators spread across Brazil.

[Conscious Periphery COVID-19 communication](#), 2020

Conscious Periphery is an emergency outreach activity funded by UTFPR to fight misinformation about the COVID-19 in vulnerable communities around the university. To reach this aim, the students involved in the activity will collaborate with community leaders to find the right tune as well as with healthcare professionals to deliver the correct information. The messages will represent the contradictions that emerged from the COVID-19 crisis, aiming at a multisided approach to the practical problems.

[DADIN outreach network](#), 2020

[Theater of the Techno-Oppressed](#), 2019

Theater of the Techno-Oppressed is an outreach activity offered to UTFPR's local community. The activity aims at raising critical consciousness about the role of technology in our everyday life, in particular, the way it constrains our bodies to certain physical and/or political postures that accepts oppression as an inevitable deed.

[Solidarity Economy Incubator](#), 2019

[Curitiba Traffic Education School visual identity](#), 2016 Smart Urban Mobility Lab, 2015-2016

[Organization change at Clinics Hospital of Paraná](#), 2015

[High speed train social impact study by Architecture Sans Frontières UK](#), 2014

[Natuurhus Almelo Nature Center](#), 2013

[Futurologias design fiction museum](#), 2012-current

Corais Platform, 2011-current

A digital infrastructure built with free software collaborative tools. Created in 2011, it hosts more than 700 collaborative projects run by social movements, indigenous communities, art collectives, and popular educators associated with the Brazilian digital culture movement.

BrOffice.org website, 2008Usabilidoido, 2003-current**AWARDS**

3rd place in the Best Paper Award, 10th International Congress on Information Design, Brazilian Society of Information Design.

Best reviewer of the XIX Brazilian Symposium on Human Factors in Computer Systems (IHC 2021), Brazilian Society of Computing.

2nd place in the Best Short Paper Award, Arts& Design track, Brazilian Symposium on Games and Digital Entertainment, 2021.

2nd place in the Best Paper Award, Arts& Design track, Brazilian Symposium on Games and Digital Entertainment, 2019.

11th. Ozires Silva Award for Sustainable Entrepreneurship: Renault Experience, ISAE, 2018.

1st place in the public tender for the position of professor in Service Design and Experience Design at UTFPR, 2018.

Shortlisted for Design Studies Best Paper Award with the paper The Social Production of Design Space, 2016.

Construction New Media Award - Students Category, Design Indaba, 2003.

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5. Pelanda, M. F. L., & van Amstel, Frederick M. C. (2021). Descolonizando cosmovisões projetuais em uma infraestrutura pluriversal (**Decolonizing design cosmviews in an pluriversal infrastructure**). Proceedings of the III Colóquio de Pesquisa & Design, UFC, Fortaleza, Brasil.
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