

# Curriculum Vitæ of Júlia Nacsa

## Work Experience

### **frog Shanghai**

Interaction Design Intern

Shanghai, China, March 2015 – August 2015

Responsive UX design of the entire digital presence of a multinational company in financial services. Developing the information architecture, user flows, UI component libraries, communicating with multiple client teams.

Collaborating with local teams in the GSMA mAgri social impact project. Service design, storyboarding, information design.

### **IDEO Chicago**

Interaction Design Intern

Chicago, USA, July 2014 – December 2014

Retail experience design for a pharmaceutical product. Participating in extensive up-front user research interviews, synthesis, concept work, and creating multiple iterations of screen-based iPad and iPhone app prototypes for regular user testing sessions.

### **Philips Healthcare**

Usability Scientist, Interventional X-Ray Innovation

Best, the Netherlands, February 2013 – August 2013

Designing the next generation of an interventional X-Ray software tool.

Shipping high-fidelity digital prototypes for hospital testing, based on existing Philips software suite standards, experience identity and software architecture. Preparing usability testing protocols.

## **Philips Healthcare**

Usability and Interaction Design Intern, Interventional X-Ray Innovation  
Best, the Netherlands, September 2012 – January 2013

Conceptual designs for a new interventional X-Ray software tool. Conducting procedure observations, developing clinical workflow diagrams, user personas, experience flows, wireframes, low-fidelity clickable prototypes.

## Education

### **Umeå University, Umeå Institute of Design**

Interaction Design MFA

Umeå, Sweden, September 2013 – June 2016

### **Delft University of Technology, Industrial Design Engineering**

Design for Interaction MSc, unfinished

Delft, the Netherlands, September 2012 – August 2013

### **Georgia Institute of Technology**

School of Industrial Design, exchange program

Atlanta, USA, August 2011 – December 2011

### **Eindhoven University of Technology**

Industrial Design BSc, Honors Program

Eindhoven, the Netherlands, September 2009 – June 2012

## Languages

Hungarian: native

English: fluent

Dutch: intermediate

Italian: intermediate

## Publications

Wessler, R., Yang, A., Rebaudengo, S., Hu, J., Nacsa, J. (2015). Hacking the Scooter: Open source designs lead to engagement and opportunity in Asian markets. *Frog Designmind, The Ride Ahead*.

Gaunt, K., Nacsa, J., Penz, M. (2014). Baby lucent: pitfalls of applying quantified self to baby products. *CHI '14: Extended Abstracts on Human Factors in Computing Systems*, 263-268.

Torres de Souza (CAPES), M., Nacsa, J., McIntyre, J., Tunga, I., Xu, J. (2013). Convergent location-based messaging: design for the future email ecosystem. *OzCHI '13: Proceedings of the 25th Australian Computer-Human Interaction Conference*, 423-424.

Nacsa, J., Barakova, E., Frens, J. (2011). Sharing meaning and physical activity through a tangible interactive lighting object. *DESIRE '11: Proceedings of the Second Conference on Creativity and Innovation in Design*, 227-232.