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French, Spanish, bilingual  
English, fluent  
German, good level

## EDUCATION

### MASTER OF ARTS, INDUSTRIAL DESIGN, ROYAL COLLEGE OF ART

London | 2001 - 2003

### ECOLE DES MINES DE PARIS

Engineering diploma, speciality: design engineering - Paris | 1999 - 2001

### ECOLE POLYTECHNIQUE

Engineering diploma - Paris | 1996 - 1999

## EMPLOYMENT

### IDSL, INTERACTION DESIGN SIGHT & LAB

Interaction designer - Paris | 2008 - PRESENT

### ORANGE FRANCE TELECOM GROUP, ORANGE LABS, EXPLOCENTRE

Interaction designer: group design strategy, service design, Human Computer Interaction - Paris | 2006 - 2008

### FRANCE TELECOM R&D, SMART OBJECTS AND NEW INTERFACES LAB

Interaction designer: ambient intelligence, future mobile services, wearables - Grenoble, France | 2004 - 2006

### SACRED WORLD FOUNDATION

Project "The Eternal Gandhi Multimedia Museum"

Interaction designer - New Delhi, India | 2003 - 2004

### SONY COMPUTER SCIENCE LAB

Project "Near Future Personal Music Experience", Atau Tanaka

Storyboard of "Café Sound Life Paris" video, collaboration with Nicolas Gaudron - Paris | 2003

### SONY EUROPE R&D

Project "Intelligent Clothing and Wearable Computing"

Conceptual design - Clichy (Paris), France | 2002

### MMD, CHARLES JOURDAN'S SUBSIDIARY

Accelerating the process from design to manufacturing

in luxury fashion leather industry - France SE | 2000 - 2001

### ELECTROLUX FLOOR CARE AND LIGHT APPLIANCES AB, INNOVATIVE ENGINEERING GROUP

Concept development of a new vacuum cleaner - Stockholm, Sweden | 2000

### LA BAGAGERIE

Project "Acte d'Entreprendre", Ecole des Mines de Paris

Development and sale of a handbag model for the 2002 summer collection | 1999 - 2001

### RESEARCH LABORATORY OF THE MUSEUMS OF FRANCE, LOUVRE

(Laboratoire de Recherche des Musées de France, C2RMF/UMR 171 CNRS)

Analysis of prehistoric pigments - Paris | 1999

## LECTURES AND TEACHING

### ÉCOLE POLYTECHNIQUE

Interaction Design course, Humanities and Social Sciences 3rd-year programme (HSS3)

Supervisor and teacher with Nicolas Gaudron - Paris | AUTUMN 2008 - PRESENT

### ÉCOLE DES PONTS PARISTECH (ENPC)

2-Session Workshop on Interaction Design with Nicolas Gaudron - Paris | JUNE 2008 - PRESENT

### STRATE COLLEGE

1-Week Workshop on Interaction Design with Nicolas Gaudron | NOVEMBER 2009

Visiting Tutor | JANUARY 2009

### OXYLANE DESIGN

Annual design convention "Customer experience through services"

Participant to the panel discussion on "Customer experience at the centre of the Design

Process" - Decathlon Campus, Villeneuve d'Ascq | 30.03.2009

### CENTRE GEORGES POMPIDOU

Conference "Design & New Media, speaker: Jussi Ängeslevä" with Anomos/Mosign

Organiser and moderator with Nicolas Gaudron - Paris | 21.10.2007

### ÉCOLE NATIONALE SUPÉRIEURE DES ARTS DÉCORATIFS (ENSAD)

Studio "Smart objects, product interaction design"

Supervisor and teacher with Nicolas Gaudron - Paris | 2006 - 2007

### RHÔNE-ALPES DESIGN CENTRE (CENTRE DU DESIGN RHÔNE-ALPES)

Workshop "Design in the corporate innovation process - collaborating with engineers and R&D teams"

Talk: "interaction designer at France Telecom, R&D" - Lyon | 21.06.2006

### ÉCOLE NATIONALE SUPÉRIEURE DES ARTS DÉCORATIFS (ENSAD)

Les Mardis du Design

Lecture: "interaction design" - Paris | 09.05.2006

## AWARDS & EXHIBITIONS

### GRAND PRIX DE LA CRÉATION DE LA VILLE DE PARIS

Exhibition, showroom MTOP - Paris | 2004

### GRAND PRIX DE LA CRÉATION DE LA VILLE DE PARIS

Shortlisted, category: junior designer - Paris | 2003

### THE RCA SHOW 2003

Royal College of Art - London | 2003

### HELEN HAMLYN RESEARCH CENTRE

Shortlisted, "Design for our Future Selves" competition - London | 2003

### DISTINCTION, MASTER OF ARTS DISSERTATION, ROYAL COLLEGE OF ART

"The very first contact with objects: a reflection on tactility" - London | 2003

### ENTENTE CORDIALE AWARD

Scholarship - London | 2002

### CHEMISTRY DEPARTMENT PRIZE, ÉCOLE POLYTECHNIQUE

Analysis of prehistoric pigments, Research Laboratory of the Museums of France, Louvre - Paris | 1999

## PUBLICATIONS

### OPEN-ENDED OBJECTS: A TOOL FOR BRAINSTORMING

Authors: Virginia Cruz (IDSL), Nicolas Gaudron (IDSL).

In Proceedings of IHM09 - Grenoble, France | OCTOBER 2009

## PUBLICATIONS

### LEADING AN INNOVATION WORKSHOP FOR PLEASURABLE CONCEPTS

Authors: Agnès Gimeno (ORANGE LABS), Virginia Cruz (IDSL), Nicolas Gaudron (IDSL).  
In Proceedings of DPPI09 - Compiègne, France | OCTOBER 2009

### PATENT ON "PROCEDE DE REDIRECTION D'UN APPEL ET TERMINAL MOBILE ADAPTE A METTRE EN OEUVRE UN TEL PROCEDE"

"Method for rerouting a call and mobile terminal for implementing said method"  
Inventors: Virginia Cruz, Dominique Pascal and Eric Villain  
Patent filed by FRANCE TELECOM | 2006 (INTERNATIONAL EXTENSION 2007)

### PATENT ON "SYSTEME, PROCEDE ET PROGRAMME DE REGULATION DE COMMUNICATIONS EMISES OU RECUES PAR UN TERMINAL MOBILE DANS UNE ZONE DEDIEE DE COMMUNICATION"

Inventors: Virginia Cruz, Dominique Pascal, Jean-Paul Viboud and André Weill  
Patent filed by FRANCE TELECOM | 2005

### THE VERY FIRST CONTACT WITH OBJECTS: A REFLECTION ON TACTILITY

Author: Virginia Cruz.  
Critical and Historical Studies, MA Dissertation, Royal College of Art | 2003

### PAINT ANALYSIS OF SOME POST-GLACIAL SITES IN SOUTH-EASTERN FRANCE

Authors: Philippe Hameau, Virginia Cruz, Eric Laval, Michel Menu and Colette Vignaud.  
L'Anthropologie 105, p.611-626 | 2001

## PRESS

### DESIGNPLUS MAGAZINE

CDRA, n°27 Recherche/Expertises | DECEMBER 2006

### IGLOO, HABITAT & ARCHITECTURA

Nr. 2425 "Astepandu-l pe 300" ("Waiting for 300 buses") | DECEMBER 2003 - JANUARY 2004

### IEE CIRCUIT, FEATURE ARTICLE

"Window on the world - Twin Bus Shelter" | 22.10.2003