

# DR.IR. JAVED KHAN

## PERSONAL

---

Nationalities: **Greek and Dutch**  
Date of birth: **17/06/1976**

## EDUCATION

---

- 09/2012 - 02/2013 **Teaching Qualification Certificate (BKO)**  
*VU University Amsterdam*  
The program comprised of 200 hours of study load and consisted the themes: teaching practice, course design & mentoring students.
- 11/2004 - 11/2009 **PhD, Industrial Design Dept.**  
*Eindhoven University of Technology*  
Research topic: how Pervasive Computing can support the communication of busy families.
- 09/2002 - 09/2004 **Professional Doctorate in Human Computer Interaction**  
*Eindhoven University of Technology*  
User-System Interaction post-graduate program. Research on the domain of Human-Computer Interaction in an international, two-year postgraduate program. Working in multi-disciplinary, multi-cultural design teams.
- 09/1994 - 10/2000 **MSc, Computer Engineering**  
*University of Patras, Greece*  
Covered the whole spectrum of Computer Science topics. Specialized in Software Engineering and particularly in web development and human computer interaction. GPA: 7.47/10

## WORK EXPERIENCE

---

- 10/2015 - present ***Eindhoven University of Technology***  
**Assistant Professor**  
Currently teach topics such as: Crowdsourcing in Design, Mobile application development, User Experience Research. I have already graduated a PhD student and currently supervising one more PhD student, several masters and bachelor students. Have already acquired funding of more than 50K euro.
- 08/2010 – 09/2015 ***NHTV Breda University of Applied Sciences***  
**Senior Lecturer & Lead Researcher**  
Taught topics such as: Mobile application development, Research Methodology, Statistics, Web design & development and Media Technology to 1st, 2nd & 3rd year bachelor students at the Media Management program of the Academy of Digital Entertainment. Moreover, I was the responsible lecturer on Technology aspects for Master students both regular and executive at the Media Innovation program of NHTV. Furthermore, I was the lead researcher on the topic of location based ads and virtual environments, leading a team of four.

- 02/2012 – present *Ambianti*  
**Co-founder**  
 Ambianti's mission is to reform architecture and industrial design by materializing innovative concepts, which integrate seamlessly into the established processes of the building sector and emancipate the way people interact with indoor and outdoor environments.
- 01/2009 – 01/2011 *KidzFrame.com*  
**Co-founder**  
 KidzFrame.com was an innovative communication system connecting parents to their children at the daycare. Caretakers are given smartphones through which they can keep parents up to date of their children's activities by sending photos and short messages.
- 11/2009 – 06/2010 *Eindhoven University of Technology, Industrial Design Dept.*  
**Human-Computer Interaction Researcher**  
 Researcher in the User-Centered Engineering Group of Industrial Design Department. The research objective was to make a tool for researchers to conduct Experience Sampling studies from the comfort of their desks. The mobile-based tool was used to create a diary for patients suffering from obsessive-compulsive disorder and was evaluated in a field trial at the Hospital for Psychological Disorders at Ermelo, the Netherlands.
- 11/2004 - 12/2008 *Philips Research, User Experiences Group, Eindhoven*  
**Human-Computer Interaction Researcher (Guest)**  
 Conducted user research using interviews, surveys and the experience sampling method.
- 01/2004 - 08/2004 *Vodafone R&D, Maastricht*  
**Human-Computer Interaction Researcher**  
 Researcher in the Customer Competence Insight team. Field of research was on trust and the interface factors that can affect it. Organized a user-study to discover aspects of trust in a mobile service context. Also, developed mobile services and executed user studies to test UI-concepts that potentially would increase trust in similar services.
- 06/1999 - 06/2002 *Computer Technology Institute (CTI), Greece*  
**Software Engineer**  
 Worked in two sectors of CTI: Research Unit 6 and Networking Technologies Sector. In both of them had several software development projects of different nature. MS SQL Server database design and development, Website design and development, shell programming. Main task was front and back-end development of web applications.
- 01/1999 - 06/1999 *Knowledge S.A., Greece*  
**Web Developer**  
 Developed a distributed access application on Oracle, over the Internet, of the databases of the local chambers of commerce of Epirus.

## PUBLICATIONS

### Journals

- 2017 Campo, S., **Khan, V.J.**, Markopoulos, P. & Papangelis, K. (2017-to appear). Community heuristics for user interface evaluation of crowdsourcing platforms. *Future Generation Computer Systems*. Elsevier.

- 2017 Batalas, N. **Khan, V.J.** & Markopoulos, P. (2017-to appear). Using TEMPEST: End-User Programming of Web-Based Ecological Momentary Assessment Protocols. *The Proceedings of the ACM on Human Computer Interaction*.
- 04/2017 Hühn, A., **Khan, V. J.**, Ketelaar, P., van't Riet, J., Konig, R., Rozendaal, E., Batalas, N. & Markopoulos, P. (2017). Does Location Congruence Matter? A Field Study On The Effects Of Location-Based Advertising On Perceived Ad Intrusiveness, Relevance & Value. *Computers in Human Behavior*. Elsevier. doi: 10.1016/j.chb.2017.03.003.
- 02/2016 **Khan, V. J.**, van de Kraan, T., van Leest, J., Mason, J., Aliakseyeu, D. (2016). Utilizing Virtual Environments for the Evaluation of Lighting Controls. *Journal For Virtual Worlds Research*, 9(1).
- 02/2016 **Khan, V. J.**, Brouwer, R. (2016). The Relation between Customer Types in a Real Supermarket Compared to a Virtual Supermarket. *Journal For Virtual Worlds Research*, 9(1).
- 01/2016 van't Riet, J., Hühn, A., Ketelaar, P., **Khan, V. J.**, Konig, R., Rozendaal, E., & Markopoulos, P. (2016). Investigating the effects of location-based advertising in the supermarket: Does goal congruence trump location congruence?. *Journal of Interactive Advertising*, 16(1), 31-43. **JOURNAL'S BEST PAPER FOR 2016**
- 04/2012 **Khan, V.J.** Bremmers, L., Fu, K., Stals, S., Swelsen, K., IJsselsteijn, W. (2012). KidzFrame: supporting awareness in the daycare. *ACEEE International Journal on Information Technology*, 2:2, pp.40-45, DOI:01.IJIT.2.2.69
- 01/2012 **Khan, V.J.** & Markopoulos, P. (2012). Intra-family mediated awareness. *International Journal of Mobile Human Computer Interaction*, 4(1), pp.25-44.
- 06/2011 Markopoulos, P. & **Khan, V.J.** (2011). Sampling and Reconstructing User Experience. *International Journal of Handheld Computing Research* 2(3) pp.53-72, ISSN: 1947-9158.
- 03/2010 **Khan, V.J.**, Markopoulos, P., Eggen, B. & Metaxas, G. (2010). Evaluation of a pervasive awareness system designed for busy parents. *Pervasive and mobile computing* 6(5), pp. 537-558, ISSN 1574-1192, DOI: 10.1016/j.pmcj.2010.03.003.
- 03/2009 **Khan, V.J.** & Markopoulos, P. (2009). Busy families' awareness needs, *International Journal of Human-Computer Studies* 67(2), pp. 139-153, ISSN 1071-5819, DOI: 10.1016/j.ijhcs.2008.09.006.

#### Peer-reviewed conference proceedings

- 09/2017 Papangelis, K., Sheng, Y., Liang, H., Chamberlain, A., **Khan, V. J.** & Cao, T. (2017). Unfolding the interplay of self-identity and expressions of territoriality in location-based social networks. In *Proceedings of the 2017 ACM International Joint Conference on Pervasive and Ubiquitous Computing and Proceedings of the 2017 ACM International Symposium on Wearable Computers (UbiComp '17)*. ACM, New York, NY, USA, 177-180. DOI: <https://doi.org/10.1145/3123024.3123081>
- 06/2017 Verweij, D., **Khan, V.J.**, Esteves, A., Bakker, S. (2017). Multi-User Motion Matching Interaction for Interactive Television using Smartwatches. In *Adjunct*

- Publication of the ACM International Conference on Interactive Experiences for Television and Online Video (ACM TVX2017). ACM, New York, NY, USA, 67-68. DOI: <https://doi.org/10.1145/3084289.3089906>.
- 06/2017 Santos, C. P., van de Haterd, J., Hutchinson, K., **Khan, V. J.**, & Markopoulos, P. (2017, June). GURaaS: An End-User Platform for Embedding Research Instruments into Games. In International Symposium on End User Development (pp. 34-48). Springer.
- 05/2017 Verweij, D., Esteves, A., **Khan, V.J.**, Bakker, S. (2017). WaveTrace: Motion Matching Input using Wrist-Worn Motion Sensors. In Proceedings of the 2017 CHI Conference Extended Abstracts on Human Factors in Computing Systems (CHI EA '17). ACM, New York, NY, USA, 2180-2186. DOI: <https://doi.org/10.1145/3027063.3053161>.
- 05/2017 Papangelis, K., Metzger, M., Sheng, Y., Liang, H., Chamberlain, A., **Khan, V.J.** (2017). "Get Off My Lawn!" – Starting to Understand Territoriality in Location Based Mobile Games. In Proceedings of the 2017 CHI Conference Extended Abstracts on Human Factors in Computing Systems (CHI EA '17). ACM, New York, NY, USA, 1955-1961. DOI: <https://doi.org/10.1145/3027063.3053154>.
- 03/2017 Pereira Santos, C., Hutchinson, K., **Khan, V. J.**, & Markopoulos, P. (2017, March). Measuring Self-Esteem with Games. In Proceedings of the 22nd International Conference on Intelligent User Interfaces (pp. 95-105). ACM.
- 06/2016 de Feijter, D., **Khan, V.J.**, van Gisbergen, M. (2016). Confessions of A "Guilty" Couch Potato: Understanding and Using Context to Optimize Binge-watching Behavior. Proc. In Proceedings of the ACM International Conference on Interactive Experiences for TV and Online Video (TVX '16). ACM, New York, NY, USA, 59-67. DOI: <http://dx.doi.org/10.1145/2932206.2932216>. (29% acceptance rate).
- 06/2016 **Khan, V.J.**, Shahid, S., Bonné, D. (2016). Interactive Advertisements in an IoT Era. Proc. Intetain2016 8th International Conference on Intelligent Technologies for Interactive Entertainment, (pp 106-111). DOI: 10.1007/978-3-319-49616-0\_10. Springer
- 05/2016 Manojlovic, S., Gavrilov, K., de Wit, J., **Khan, V.J.**, Markopoulos, P. (2016). Exploring The Potential Of Children In Crowdsourcing. In Proceedings of the 2016 CHI Conference Extended Abstracts on Human Factors in Computing Systems (pp. 1250-1256). ACM.
- 02/2016 Santos, C.P., **Khan, V.J.**, Markopoulos, P. (2016). Inferring A Player's Need For Cognition From Hints. In Proceedings of the 21st International Conference on Intelligent User Interfaces (IUI '16). ACM, New York, NY, USA, 76-79. DOI=<http://dx.doi.org/10.1145/2856767.2856805>. (acceptance rate 24.39%)
- 04/2015 van der Kruys, B., & **Khan, V. J.** (2015). Kindle: How Gamification Can Motivate Jobseekers. In HCI in Business (pp. 481-492). Springer International Publishing.
- 11/2014 Nieuwdorp, H.J., Beresford, M., **Khan, V.J.** (2014). An investigation into perception-altering lighting concepts for supporting game designers in setting certain atmospheres within a videogame environment. AmI-14 European Conference on Ambient Intelligence, pp 125-139.

- 11/2014 Santos, C. P., **Khan, V. J.**, & Markopoulos, P. (2014). On Utilizing Player Models to Predict Behavior in Crowdsourcing Tasks. In *Social Informatics* (pp. 448-451). Springer International Publishing.
- 04/2014 van Eekelen, W., van den Elst, J., **Khan, V.J.** (2014). Dynamic Layering Graphical Elements For Graphical Password Schemes. *Creating the Difference: Proceedings of the Chi Sparks 2014 Conference*, pp.65-73.
- 02/2013 van Eekelen, W., van den Elst, J., **Khan, V.J.** (2013). Picassopass: a Password Scheme Using a Dynamically Layered Combination of Graphical Elements. *Proc. ACM CHI2013*, pp.1857-1862, DOI=10.1145/2468356.2468689.
- 12/2012 **Khan, V.J.**, Pekelharing, M., Deslé, N. (2012). Efficient navigation in virtual environments A comparative study of two interaction techniques: the Magic Wand vs. the Human Joystick. *Proc. of IEEE Intelligent HCI 2012*, pp.1-5.
- 05/2012 Hühn, A.E., **Khan, V.J.**, Lucero, A., Ketelaar, P. (2012). On the Use of Virtual Environments for the Evaluation of Location-Based Applications. *Proc. of ACM CHI2012*, pp. 2569-2578, ACM Press.
- 05/2011 **Khan, V.J.**, Markopoulos, P. & Spijksma, N. (2011). On the Use of Pervasive Computing to Support Patients with Obsessive Compulsive Disorder. *Extended Abstracts ACM CHI2011*, pp. 1213 – 1218, ACM Press.
- 04/2011 Hühn, A.E., **Khan, V.J.**, Ketelaar, P., Nuijten, K., Gisbergen van, M. (2011). The Effect of Location on Perceived Intrusiveness of Mobile Ads. *Proceedings Chi-Sparks 2011*.
- 03/2011 **Khan, V.J.**, Nuijten, K. & Deslé, N. (2011). Pervasive Evaluation Application within Virtual Environments. *Proceedings of International Conference on Embedded Computing and Communication Systems 2011*, pp. 261-264
- 09/2009 **Khan, V.J.**, Markopoulos, P. & Eggen, B. (2009). An experience sampling study into awareness needs of busy families. In *Proc. 2nd IEEE International Conference on Human System Interaction HSI'09, IEEE*, pp. 338 - 343
- 09/2008 **Khan, V.J.**, Markopoulos, P., Eggen, B., de Ruyter, B. & IJsselsteijn, W.A. (2008). Reconexp: A way to reduce the data loss of the Experiencing Sampling Method. In *Proc. MobileHCI '08, ACM* pp. 471-476
- 07/2007 **Khan, V.J.**, Markopoulos, P. & Eggen, B. (2007). On the role of awareness systems for supporting parent involvement in young children's schooling, *Proceedings HOIT 2007, Springer*, pp. 91-101
- 06/2006 **Khan, V.J.**, Markopoulos, P., Mota, S.A., de Ruyter, B., IJsselsteijn, W.A. & de Ruyter, B. (2006). Intra-family communication needs; how can Awareness Systems provide support?, *Proceedings IE06, Volume: 2, IEE* pp. 89-94
- 10/2003 Bouras, C., **Khan, V.J.**, Limperis, A. & Sintoris, C. (2003). Managing users and services using an LDAP web-application, *IASTED* pp.773 – 778
- 06/2000 Apostolopoulos, A., Bouras, C., **Khan, V.J.**, Konidaris, A., Sintoris, C. (2000). e-DEDALUS: A dynamic tool for data publishing on the web. In *Proc. IS 2000*, pp. 98 – 105

## Book chapters

- 2017-to appear      Lans van der, L., Ansems, E.L., **Khan, V.J.** (2017). Paid Crowdsourcing as concept & content generator to enhance museum experiences. In Museum Experience Design: crowds, ecosystems and novel technologies. Springer International Publishing, Switzerland.
- 2016      **Khan, V.J.**, Dhillon, G., Piso, M., Schelle, K. (2016). Crowdsourcing user and design research. In Collaboration in Creative Design (pp. 121-148). Springer International Publishing, Switzerland.
- 2012      Hühn, A.E., Ketelaar, P., **Khan, V.J.**, Lucero, A., van Gisbergen, M., Bouwknecht, H. (2012). Ad Intrusiveness of Location-Based Advertising - A Virtual Reconstruction. Advances in Advertising Research (Vol. III), pp. 191-207.

## Informally Reviewed

- 02/2017      **Khan, V.J.**, van Hoeve, B. (2017). Power-Hour: A Case Study For TimeBound Events On Crowdsourcing Platforms. CSCW2017 Workshop: Hacking and Making at Time-Bounded Events: Current Trends and Next Steps in Research and Event Design.
- 05/2016      **Khan, V.J.**, Dey, D., & Buchina, N. (2016). Evaluating The Role Of Empathy In Crowdsourcing User Interfaces. Workshop: Weaving Relations of Trust in Crowd Work: Transparency and Reputation across Platforms.
- 06/2015      Van der Kruys, B., **Khan, V.J.** (2015). Kindle: How Gamification can Motivate Jobseekers. Proc. of HCI International 2015
- 06/2015      **Khan, V.J.**, van Hoevelaken, J. (2015). Ad-Robot Interaction: introducing a new media interaction genre. Workshop: People, Context, and Devices: Defining the New Landscape of TV Experiences. In conjunction with TVX2015, June 3, 2015, Brussels, Belgium.
- 06/2012      Hühn, A.E., **Khan, V.J.** (2012). Exploring the Use of Hybrid Simulations for Studying the User Experience of Mobile Location-Based Advertising Applications. Workshop: 5th Workshop on Pervasive Advertising. In conjunction with Pervasive2012, June 19, 2012, Newcastle, UK
- 10/2011      **Khan, V.J.**, Walker, M., Aliakseyeu, D. & Mason, J. (2011). On the Use of Mixed Reality Environments to Evaluate Interaction with Light. Workshop: Ambient Intelligence in Future Lighting Systems in conjunction with the Conference on Ambient Intelligence 2011 (AmI11), pp. 18-21.
- 01/2011      Hühn, A.E., **Khan, V.J.**, Nuijten, K., Ketelaar, P., van Gisbergen, M. (2011). Location-based adverteren door middel van PDA's in een supermarktcontext. EtMaal2011, poster presentation.
- 09/2009      **Khan, V.J.**, Markopoulos, P. & Eggen, J.H. (2009). Features for the future Experience Sampling Tool. Workshop MobileHCI '09 Mobile Living Labs 09: Methods and Tools for Evaluation in the Wild. Bonn, Germany.
- 04/2004      Friedhaber, D., Gordebeke, J., **Khan, V.J.**, Lucero, A. & Saini, P. (2004). Elderly communicate differently: close the gap! CHI04 Workshop W13: Home

technologies to keep elders connected. Vienna, Austria

#### GRANTS

---

06/2017	ACM Development Fund (\$12K): co- author. Grant for launching a summer school in a developing country. Organized: intranet.isistan.unicen.edu.ar/lbt-school in Tandil, Buenos Aires, Argentina
01/2017	TU Eindhoven Innovation in Education fund (€25K): principle investigator,. Title of grant: CrowdEd; integrating crowdsourcing in education.
12/2016	ACM Development Fund (\$12K): main author. Grant for launching a summer school in a developing country. Organized: crowdsourcingschool.com in Suzhou, China
07/2016	NWO KIEM (€15K): principle investigator, Tangible Interaction in Adaptive Lighting Systems

#### ACADEMIC SERVICE

---

06/2017	Member of Editorial Advisory Board of the Journal of Science and Technology Policy Management, Emerald Publishing
06/2017	Works in-progress Co-Chair; 6th International Symposium On End-User Development (IS-EUD)
05/2016	ACM CHI2016 Associate Chair, Late-Breaking Work
10/2015	Posters Chair, Ambient Intelligence Conference 2015
10/2014	Program Committee member of Fourth International Conference on Advances in Information Technology and Mobile Communication – AIM 2015
06/2014	Program Committee member of AmI14 European Conference on Ambient Intelligence
01/2013	Member of editorial board of International Journal of Information Technology
06/2012	Program Committee member of AmI12 International Joint Conference on Ambient Intelligence
05/2010	Conference committee member of MCCSIS 2010, IADIS multi-conference on computer science and information systems
Invited Reviewer for:	The Journal of Media Innovations, International Journal of Design, HCI Journal, Electronic Commerce Research and Applications
Reviewer for:	CHI: 2009 –present CSCW: 2016-present Gerrit van der Veer prijs: 2011, 2012 AmI: 2009, 2010, 2011, 2012, 2014 MobileHCI: 2011, 2012 INTERACT: 2011 APCHI: 2012 IDC: 2008

## INVITED TALKS

---

10/2017	The big hole in IoT architecture (and how to fill it). Smart Systems Industry Summit 2017: <a href="http://www.ssis2017.com/progam/">http://www.ssis2017.com/progam/</a> , Smart Cities Track, Mechelen, Flanders, Belgium
11/2016	Crowdsourcing Week Europe 2016, Designing the Crowdsourcing Experience: <a href="https://youtu.be/j3YA60Wtfbg">https://youtu.be/j3YA60Wtfbg</a> , Brussels, Belgium
10/2016	Tutorial “T2: Crowdsourcing User and Design Research” organizer at The 2016 International Conference on Collaboration Technologies and Systems (CTS 2016), Orlando, Florida, USA
08/2015	Tutorial “T03: Crowdsourcing user & design research” organizer at HCI International 2015, Los Angeles, CA, UAS
09/2014	NHTV, Masters Game Technology. “Experience and methodologies for sampling it”, Breda, The Netherlands
09/2014	NHTV, Masters Imagineering. “Mobile Interaction: Design Guidelines”
06/2014	Tutorial “T23: Harvesting crowdsourcing for user & design research” organizer at HCI International 2014, Creta, Greece
04/2014	Polytechnic University of Hong Kong, School of Design. “Crowd-driven innovation”, Hong-Kong
02/2014	NHTV, Academy for Tourism. “User Experience in Virtual Worlds”, Breda, The Netherlands
01/2014	Fontys, VR Symposium. “Utilization of Virtual Environments for evaluating mobile apps”, Eindhoven, The Netherlands
10/2012	CreativeLab, Breda. “From Nap to APP in 7 weeks”, Breda, The Netherlands
03/2012	POPAl BeneLux JaarCongress2012. “The effect of location on perceived intrusiveness”, The Netherlands
03/2010	Nationale Opleiding Media Coach Congres 2010. Workshop 1 organizer, Utrecht, The Netherlands
02/2008	Chi Nederland BOF Eindhoven. “UX Research? LEAVE ME ALONE!”, Eindhoven, The Netherlands

## SUPERVISION

---

### 2013-CURRENT

---

Currently	I am PhD supervisor for <b>Carlos Santos</b> (topic: user profile extraction from in-game behavior) and <b>Tahir Abbas</b> (topic: crowd-powered end-user development) with promoter Prof. Panos Markopoulos at Eindhoven University of Technology)
12 Sep 2016	<b>Arief Huhn,</b> <i>TU Eindhoven, PhD</i> Thesis title: Location-based advertising in context: the effects of location-congruency, goal relevance & medium type.



- Oct 2017 **Jelmer Kuustra**  
*Industrial Design Dept. TU/e, User-System Interaction P.D.Eng. student*  
 Design research project, thesis title: Next Dossier: Measuring instruments in a new electronic health record.
- Oct 2017 **Stefan Manojlovic**  
*Industrial Design Dept. TU/e, User-System Interaction P.D.Eng. student*  
 Design research project, thesis title: Humanizing bots: personality and social role of conversational agents.
- Oct 2017 **Ataur Rahman**  
*Industrial Design Dept. TU/e, User-System Interaction P.D.Eng. student*  
 Design research project, thesis title: A formative usability test reporting template for non-designers.
- Oct 2017 **Ward Seetsen**  
*Industrial Design Dept. TU/e, Bachelors student*  
 Design project, thesis title: Circuits Master: Making Electronics Accessible for Everyone.
- Oct 2016 **Chickkarasampalayam Jayakrishnan Shyam**  
*Industrial Design Dept. TU/e, User-System Interaction P.D.Eng. student*  
 Research project, thesis title: Waternomics apps : usability testing and re-design recommendations.
- Mar 2016 **Lorenzo Giunta**  
*Industrial Design Dept. TU/e, Bachelors student*  
 Design project, thesis title: Design tools for fences.
- Jul 2014 **Jan Sträter (graduated with distinction)**  
*NHTV pre Master, Strategic Business Management student*  
 Research project, thesis title: Usability evaluation of the website CeBIT Bilisim; A case study on effectiveness and efficiency of a trade fair website.
- Jun 2014 **Bart van der Kruijs (thesis grade: 9)**  
*NHTV, Academy for Digital Entertainment, Bachelors in International Game Architecture and Design (IGAD) student*  
 Research project, thesis title: Kindle; how gamification can motivate job seekers.
- Feb 2014 **Yasmin Ferdousbarin (thesis grade: 8)**  
*NHTV, Academy for Digital Entertainment, Masters in Media Innovation student*  
 Hired by KLM to actually develop the concept she worked on during her thesis.  
 Research project, thesis title: WHERE IS MY BAGGAGE?! How service recovery strategies can protect KLM's reputation from the ravages of mishandled baggage.
- Oct 2013 **Eyup Yildiz (graduated with Cum Laude)**  
*NHTV, Academy for Digital Entertainment, Masters in Media Innovation student*  
 Research project, thesis title: Ambient information for digital canvases.
- Oct 2013 **Mathijs van der Kroft**  
*NHTV, Academy for Digital Entertainment, Masters in Media Innovation student*  
 Research project, thesis title: Recommender systems for console games.
- Oct 2013 **Danny Linssen**

*NHTV, Academy for Digital Entertainment, Masters in Media Innovation student*  
Research project, thesis title: Social gifting on Facebook as a marketing tool.

2012-2013

---

- Jul 2013                    **Hanno Gerken**  
*NHTV pre Master, Strategic Business Management student*  
Research project, thesis title: Trust in Mobile Recommender Systems: Tone of Voice.
- Jun 2013                    **Apple Wang**  
*NHTV, Academy for Digital Entertainment, Bachelors in International Media Management (IMEM) student*  
Research project, thesis title: Distance, Perceived Ad Intrusiveness, and Perceived Context Congruency in Location Based Mobile Advertising.
- Jun 2013                    **Thomas van den Essenburg (thesis grade: 9)**  
*NHTV, Academy for Digital Entertainment, Bachelors in International Media Management (IMEM) student*  
Research on own company project, thesis title: Acquisition: Telemarketing vs. direct email-marketing in a business-to-business environment; A quantitative experiment on the effectiveness of both methods for Essenburg Multimedia.

2011-2012

---

- Jul 2012                    **Julia Pabst**  
*NHTV pre Master, Strategic Business Management student*  
Research project, thesis title: Customers' Expectations towards an O'Neill Mobile Shopping Application.
- Jul 2012                    **Svenja Rosskothén**  
*NHTV pre Master, Strategic Business Management student*  
Research project, thesis title: Customer Expectations towards a Thalia Mobile Shop.
- Jun 2012                    **Marije Pekelharing (research work lead to conference publication)**  
*NHTV, Academy for Digital Entertainment, Bachelors in International Media Management (IMEM) student*  
Research project, thesis title: Efficient navigation in virtual environments: A study between the Magic Wand vs. the Human Joystick.
- Jun 2012                    **Nicola Sangs (thesis grade: 9)**  
*NHTV, Academy for Digital Entertainment, Bachelors in International Media Management (IMEM) student*  
Work-placement project, thesis title: Branded emotion: an investigation on the short film's potential to enhance branded perception.
- Dec 2011                    **Lilian Brave**  
*NHTV, Academy for Digital Entertainment, Bachelors in International Media Management (IMEM) student*  
Research project, thesis title: Cave versus Desktop, a comparative study on the concept of presence with different virtual environments combined with a mobile interaction.
- Sep 2011                    **Arief Ernst Hühn (won best communication science thesis in the**

**Netherlands AMMA award, thesis grade: 9)**

*Radboud University, Masters in Communication Science student*

Research project, thesis title: Research project: The effect of location on perceived intrusiveness of mobile ads.

2010-2011

---

Jun 2011

**Stephan van de Kruis**

*NHTV, Academy for Digital Entertainment, Bachelors in International Media Management (IMEM) student*

Research project, thesis title: The effect of social recommendations on perceived intrusiveness of mobile advertisements.

Jun 2011

**Mateja Vidakovic**

*NHTV, Academy for Digital Entertainment, Bachelors in International Media Management (IMEM) student*

Research project, thesis title: Location based services : a literature review.

Jun 2011

**Paula Ispording**

*NHTV, Academy for Digital Entertainment, Bachelors in International Media Management (IMEM) student*

Research project, thesis title: Enhancing the shopping experience by use of a mobile supermarket application.

May 2011

**Marc Wisselo**

*NHTV, Academy for Digital Entertainment, Masters in Media Innovation student*

Research project, thesis title: Social aspects of mediated TV viewing.

LANGUAGES

---

<b>Greek</b>	: Native
<b>English</b>	: Fluent, TOEFL: 277/300, Cambridge First Certificate
<b>Dutch</b>	: Advanced, NT2 (deel 2), 2007
<b>Hindi</b>	: Fluent

INTERESTS

---

**Sports**

Basketball, Squash, Badminton, Swimming, Cycling

**Stained glass**

Participation in a workshop held in Breda, setting up a home workshop

**Journalism**

Interviewed HCI academics and was editor for HCI and technology related articles published at EuAsiaNews.com and the newsletter of the Usinet.nl.

**Design**

Co-designer and developer of a sustainable universal tablet stand

(<http://vjkh.com/sustand/>)