CURRICULUM VITAE

Personal Details

Full name: Julia Sheidin

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Research Interests

Information Visualization, Human Computer Interactions, User-Adaptation and Personalization

Higher Education

Period of Study	Name of Institution and Department	Degree
2001 - 2004	Information Systems and Mathematics, University of Haifa	B.Sc
2004 - 2007	Information Systems and Mathematics, University of Haifa	M.Sc
2015 - Present	Information Systems, University of Haifa	PhD

Title of Master's Thesis: Adaptive User Interface for Mobile Museum Visitor's Guide – Design, Implementation and Evaluation

Supervisors: Prof. Tsvi Kuflik, Prof. Raphael Yuster and Dr. Massimo Zancanaro

Title of Doctoral Thesis: Visual Analytics of Multifaceted Real-time News Data

Supervisors: Prof. Tsvi Kuflik and Dr. Joel Lanir

Scholarly Positions and Activities outside the University

2015: Student Volunteer at IEEE VIS 2015 Conference in Chicago, USA

2016: Student Volunteer Co-Chair at IUI 2017 Conference in Limassol, Cyprus

2017 - Present: Reviewer for IUI conference

Active Participation in Scholarly Conferences
International Conferences - Held Abroad

Date	Name of Conference	Place of Conference	Subject of Lecture/Discussion	Role
August, 2006	ECAI 2006 – 17th Conference on Artificial Intelligence	Riva Del Garda, Italy	W23 – Intelligent Technologies for Cultural Heritage Exploitation	Demo Presentation
March, 2017	IUI 2017 – 22nd Conference on Intelligent User Interfaces	Limassol, Cyprus	Visualizing Spatial-Temporal Evaluation of News Stories	Poster Presentation
June, 2017	EuroVis 2017 – 19th EG/VGTC Conference on Visualization	Barcelona, Spain	Time-Ray Maps: Visualization of spatial and temporal evolution of news stories	Short Paper Presentation
September, 2019	CHItaly2019 - 13th Biannual Conference of the Italian SIGCHI Chapter	Padova, Italy	A Comparative Evaluation of Techniques for Time Series Visualizations of Emotions	Long Paper Presentation

International Conferences - Held in Israel

Date	Name of Conference	Place of Conference	Subject of Lecture/Discussion	Role
December, 2016	The Application of Novel Technology in Cultural Heritage, A Joint Italian-Israeli Workshop	Haifa, Israel	Research, Industry and In-Betweens	Speaker

Local Conferences

Date	Name of Conference	Place of Conference	Subject of Lecture/Discussion	Role
March, 2018	ISVIS 2018 – The Israeli Visualization Conference	Tel-Aviv, Israel	Time-Ray Maps: Visualization of spatial and temporal evolution of news stories	Speaker
January, 2019	IsraHCI 2019 - The Israeli Human-Computer Interaction Research Conference	Haifa, Israel	An Evaluation of Visualization Techniques for Emotional Analysis of Events Over Time	Speaker
May, 2019	ISVIS 2019 – The Israeli Visualization Conference	Tel-Aviv, Israel	The Effect of Personal Characteristics in Time Series Visualizations of Emotions	Speaker

Scholarships, Awards and Prizes

Date	Honors and Awards
2004	Graduated with honors, Information Systems, University of Haifa
2016-2019	Excellence scholarship for research students, given by the Graduate studies authority

Teaching

Year	Name of Course	Affiliation	Type of Course	Teaching Role	Degree
2004 - 2006	Design and Development of Information Systems	University of Haifa	Core Course	Teaching Assistant	Bachelor's degree
2005 - 2007	Information Systems Analysis	University of Haifa	Core Course	Teaching Assistant	Bachelor's degree
2006 - 2007	Planning and Management of Data Bases	University of Haifa	Core Course	Teaching Assistant	Bachelor's degree
2006 - 2007	Human Computer Interfaces	University of Haifa	Optional Course	Teaching Assistant	Bachelor's degree
2015 - 2017	Human Computer Interactions	Technion Institution of Technology	Lectures	Lecturer	External studies
2015 – 2018	Design and Development of Information Systems	University of Haifa	Core Course	Lecturer	Bachelor's degree
2015 – Present	Introduction to Software Engineering	ORT Braude College	Core Course	Lecturer	Bachelor's degree
2017 – Present	Information Visualization	ORT Braude College	Optional Course	Lecturer	Bachelor's degree
2017 – Present	Requirements Engineering	ORT Braude College	Core Course	Lecturer	Master's degree

2017 – Present	Human Computer Interactions	ORT Braude College	Optional Course	Lecturer	Bachelor's degree
2018 – Present	Engineering Methods for Software Systems Development	ORT Braude College	Core Course	Lecturer	Bachelor's degree

Professional Experience

1997 – 2000: Gadna Officer (Military Service)

Commanding role in the Education Corps at the rank of a Lieutenant. The position required good interpersonal skills and ability to dialogue between officials of IDF and civilian elements.

2004 – 2007: Research Assistance at University of Haifa (collaboration between the University of Haifa and the Italian Research Institute ITC-irst)

The aim of the project was developing a Multimedia Mobile guide based PDA (Pocket PC), which allows group guided tour at the museum as a substitute for a human instructor.

- Gathering and analyzing user requirements
- Designing an Adaptive User Interface for a mobile multimedia museum visitor's guide (applying User-Centered Design approach)
- Developing the User Interface of the guide in Flash (the whole system was designed and built as a multi agent system)
- Leading the integration of all system components
- Leading the evaluation of the guide

2007 – 2014: Software Development Engineer at Espro Acoustiguide Group

- Software implementation in Objective C for Apple iOS products (iPhone and iPad)
- Software implementation for Android products
- Software implementation of an interactive GUI (maps, games, etc.) for company's multimedia product

- Software implementation with Visual C++ (Window CE based proprietary platform)
- Software implementation in Action Script 2 using the MVC design pattern
- Gathering and analyzing user requirements
- Characterization and design of the system (using UML approach and HTA technique)
- Defining and tailoring unique solutions, presenting them to the stakeholders involved in the project and reaching an agreement about the desired solution
- Authoring requirements, specification and design documents, including user profiles, system processes, concept navigation and detailed schematic design
- Working with various stakeholders worldwide, inside and outside the organization: customers, production personnel, managers, programmers and QA personnel

2015 – Present: Researcher at the HCI and Visualization lab at the University of Haifa

PUBLICATIONS

Articles in Refereed Journals

1. Kuflik T., Stock O., Zancanaro M., Gorfinkel A., Jbara S., Kats S., **Sheidin J.**, Kashtan N. (2011) "A visitor's guide in an active museum: Presentations, communications, and reflection". Journal on Computing and Cultural Heritage (JOCCH), 3 (3), Article No.11, [I.F. = 1.94].
2. Lanir J., Kuflik T., **Sheidin J.**, Yavin N., Leiderman K., & Segal M. (2016) "Visualizing museum visitors' behavior: Where do they go and what do they do there?". Journal on Personal and Ubiquitous Computing, 1(1), [I.F. = 2.395].

Articles or Chapters in Scientific Books (Refereed)

1. Stock O., Kuflik T., Zancanaro M., Goren-Bar D., Gorfinkel A., Jbara S., Kats S., **Sheidin J.,** Kashtan N. (2014) "Design and Evaluation of a Visitor Guide in an Active Museum". In N. Dershowitz and E. Nissan. (Eds.) Language, Culture, Computation. Computing of the Humanities, Law, and Narratives, Lecture Notes in Computer Science Volume 8002. Springer, Berlin, pp 47-71. Available at: http://link.springer.com/chapter/10.1007/978-3-642-45324-3_4#

Articles in Conference Proceedings

1. Kuflik T., **Sheidin J.,** Jbara S., Goren-Bar D., Soffer P., Stock O., and Zancanaro M. "Supporting small groups in the museum by context-ware communication services". In Proceedings of: the 12th international conference on Intelligent User Interfaces IUI2007, Honolulu, Hawaii, USA (January 28 - 31, 2007), pp. 305-308, [A.R. = 22%].

2. **Sheidin J**., Lanir J., Bak P., & Kuflik T. (2017). "Time-Ray Maps: Visualization of spatial and temporal evolution of news stories". In Proceedings of Eurographics Conference on Visualization (EuroVis) 2017, [A.R. = 27.1%].

3. **Sheidin, J.**, Lanir, J., & Kuflik, T. (2019). A comparative evaluation of techniques for time series visualizations of emotions. In Proceedings of the 13th Biannual Conference of the Italian SIGCHI Chapter: Designing the next interaction (p. 21). ACM. [Nominanted for Best paper award].

4. Unkelos-Shpigel, N., **Sheidin, J.**, & Kupfer, M. (2019). Climb Your Way to the Model: Teaching UML to Software Engineering Students. In International Conference on Advanced Information Systems Engineering (pp. 40-46). Springer, Cham.

Poster Presentations at Scientific Meetings

1. **Sheidin, J**., Lanir, J., Kuflik, T., & Bak, P. (2017). "Visualizing Spatial-Temporal Evaluation of News Stories". In Proceedings of the 22nd International Conference on Intelligent User Interfaces IUI2017, Limassol, Cyprus, pp. 65-68. ACM, [A.R. = 23%].

Master's Dissertation

1. M.Sc. Thesis: Adaptive User Interface for Mobile Museum Visitor's Guide – Design, Implementation and Evaluation, University of Haifa, Israel, 2007. Supervisors: Prof. Tsvika Kuflik, Prof. Raphael Yuster, Dr. Massimo Zancanaro. Collaborators: Dina Goren-Bar Ben-Gurion University of the Negev; Oliviero Stock, FBK/irst.