

Personal information

Full name Serena Melanie Magdalena Suprawoto
Place/date of birth Surabaya, July 29, 1978
Nationality Dutch
Marital status Single
Miscellaneous In possession of Dutch driver's license

Contact information

**NOTE: I removed my postal address and phone numbers to prevent abuse. (Yes, it happens.)
Please contact me via e-mail instead.**

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Education

Professional Doctorate in Engineering (PDEng) in [User System Interaction](#)

Technische Universiteit Eindhoven, Eindhoven, the Netherlands
October 2005 – October 2007

PhD in Electrical Engineering (not completed)
Network Architecture and Services Group, Technische Universiteit Delft, Delft, the Netherlands
November 2003 – September 2005

MSc in Electrical Engineering, Telecommunications major

Technische Universiteit Delft, Delft, the Netherlands (graduated with unweighted average of 7.64 out of 10)
September 2001 – September 2003

BEng in Electrical Engineering

Petra Christian University, Surabaya, Indonesia (graduated with GPA 3.41 out of 4.0)
September 1996 – August 2000

Work experience

System Test Engineer, Océ Technologies (via Enter Technology), the Netherlands

April 2008 – present
Responsibilities include: formulating system requirements, planning product test rounds (test design and test cases), executing system tests and tracking test progress, reporting test results and problems

Research Trainee, Technische Universiteit Eindhoven, Eindhoven, the Netherlands

October 2005 – October 2007

Research Assistant, Technische Universiteit Delft, Delft, the Netherlands

August 2004 – September 2005

International Roaming Test Engineer, Lippo Telecom GSM 1800, Surabaya, Indonesia

February 2001 – June 2001

Teaching Assistant for Digital Circuits, Digital Circuits Lab, Petra Christian University, Surabaya, Indonesia

August 1998 – August 2000 (part-time)

Teaching Assistant Intern, Control Systems Lab, Petra Christian University, Surabaya, Indonesia

August 1998 – November 1998 (part-time)

Internships and selected projects

(For more detailed information on other HCI-related projects, please refer to the accompanying project list)

Evaluating Scenarios as a Method to Estimate the End-User Attitude Towards an Interactive System (Internship for User System Interaction program industrial project), Media Interaction Group, Philips Research, Eindhoven, the Netherlands

January 2007 – October 2007

Investigated the accuracy of scenarios as a predictor of the end-user attitude as measured by product demonstrator evaluations in the context of an Intelligent Shop Window. A user study is conducted with shoppers to obtain user evaluation on the system in general, as well as utilitarian and hedonic aspects of the system. The result of this user study is compared with the result of a previous scenario study on the same context. The comparison showed that scenario evaluations gave a good reflection of product demonstrator evaluations and can be considered to be a good tool to obtain an estimate of the end-user attitude. This project was supervised by Evert van Loenen and Tatiana Lashina (Philips Research).

Enhanced Shopping Experience: 3D Virtual Mannequin (USI Design Case), TU Eindhoven, Eindhoven, the Netherlands

June 2006 – December 2006

Designed a virtual try-on system using 3D model of users. First, a study using online questionnaire and observations in a shopping environment was conducted to gather the user requirements. Three potential concepts were developed from these requirements. After receiving feedback from an industrial contact, these concepts were narrowed down to a single concept: Virtual Mannequin in form of a 3D representation of a user. The concept was evaluated positively during a focus group. A Wizard-of-Oz prototype was realized and tested qualitatively. Obtained results gave indications of which factors are vital for the believability of the 3D model, contributing to the acceptance of the system.

Next Generation Infrastructure (<http://www.nginfra.nl/>) – **Physics of Complex Networks** (PhD project), Network Architecture and Services Group, Technische Universiteit Delft, Delft, the Netherlands

August 2005 – September 2005

Conducted research on the robustness of complex networks. Research approach used mathematical graph theory and statistical network physics. Implemented network algorithms and numerical simulations programmed in C under UNIX environment and compared the simulation results with Internet measurements. This project Physics of Complex Networks is financed by Stichting Next Generation Infrastructures, subprogram Understanding Complex Networks.

Comparative Study of MAC Protocols for Mobile Ad-Hoc Networks (Master's thesis), Network Architectures and Services Group, TU Delft, Delft, the Netherlands

December 2002 – September 2003

Studied and compared several MAC (Medium Access Control) protocols for mobile ad-hoc networks via simulations, implemented using Delphi. Finished with grade 7 out of 10.

Designing Dance Dance Revolution Module for PC (design project), TU Delft, Delft, the Netherlands

February 2002 – March 2002

A design project to make an affordable PC module of Dance Dance Revolution based on requirements and wishes of a client. A detailed design procedure was followed to translate the wishes of the client into problem definition and finally into a solution concept that satisfies all hard boundary conditions and with the highest score on (weighted) soft boundary conditions. The solution consisted of a working hardware module and a user interface software implemented using Delphi. Finished with grade 9 out of 10.

GSM Network Integration, Lippo Telecom GSM 1800, Surabaya, Indonesia

February 2001 – April 2001

Participated in the network integration project during the implementation phase of the GSM network of Lippo Telecom GSM 1800. Resolved SIM card technical and operational issues in cooperation with several groups under the network department (Network Switching System, SMS, Mobile Intelligent Network/Prepaid) and the billing department.

Other internships: Programming of Hotel Automation System Model, SCADA Training Module Basic Level

Other projects: Modem Interface Card for Omron Sysmac C200HG PLC (Bachelor's degree final project), Hardware Training Module for Digital Circuits Lab

Publications**Analyzing User Preferences Regarding Health-Monitoring Services for Teenagers and Young Adults with Insulin-Dependent Diabetes**

Jieyin Cheng, Serena M. Magdalena, Pavan Dadlani, Pinar Erik Paker, Maurits Kaptein, Ying Li, Panos Markopoulos

Poster session, 5th International Conference on Smart Homes and Health Telematics (ICOST 2007), Nara, Japan, June 21-23, 2007

Enhanced Shopping Experience: A Persuasive Experience for Fashion Shoppers

Jieyin Cheng, Serena M. Magdalena, Roel Vossen, Dzmitry Aliakseyeu

Poster session, 2nd International Conference on Persuasive Technology (Persuasive 2007), Palo Alto, CA, April 26-27, 2007

A Phase Transition in the Link Weight Structure of Networks

Piet Van Mieghem and Serena M. Magdalena

Physical Review E, Vol. 72, November 2005, p. 056138.

Modem Interface for Remote Controlling of PLC using Microcontroller (in Indonesian)

Felix Pasila, Thiang, and Serena M. Magdalena

Proceedings, Seminar of Intelligent Technology and Its Applications (SITIA 2001), Surabaya Institute of Technology, Surabaya, May 2001

Professional trainings and courses

ISTQB Foundation Level Certificate (October 2008)

Rapid Contextual Design (CHI 2006) by Karen Holtzblatt

Flash MX course, HTML and XML course (TU Eindhoven)

International Roaming Training (Infotek Infomedia), GSM System Training (Ericsson), Mobile Switching System Training (Ericsson), Mobile Intelligent Network Training (Ericsson)

HCI skills

Contextual design, (heuristic) usability evaluations, interviews and focus group techniques, prototyping, task analysis, usage of scenarios and personas, experiment design, quantitative and qualitative data analysis.

Computer skills

Operating systems	MS Windows family, UNIX, Linux, MS-DOS
Programming	C, Pascal, Delphi, Intel 8051 and 8086/8088 assembly language, UML, strong OOP concept
Data analysis	MATLAB, SPSS, IGOR Pro
Prototyping	Macromedia Flash and ActionScript, Microsoft PowerPoint, Microsoft Visio
Web authoring	HTML, DHTML, XML, CSS
Imaging and video	Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro
3D modelling	3ds Max, Poser, FaceGen
Other	Noldus Observer

Awards and scholarships

Research Scholarship, Network Architectures and Services, Faculty of Electrical Engineering, Computer Science and Mathematics, TU Delft, the Netherlands (November 2003 – July 2004)

A scholarship for research in Network Architectures and Services research group at Faculty of Electrical Engineering, Mathematics and Computer Science, TU Delft. This scholarship was extended to a 4-year PhD project starting on August 2004.

University Fellowships Program (UFP), Nuffic, the Netherlands (September 2001 – August 2003)

Full scholarship from Nuffic – Netherlands University Foundation For International Cooperation (<http://www.nuffic.nl/>) UFP Program for pursuing a Master's degree at TU Delft in the Netherlands.

Rector's Award, Petra Christian University, Surabaya, Indonesia (September 1997)

Award for top ten percent first-year students of each department at the end of the first study year.

Admission Fee Scholarship, Petra Christian University, Surabaya, Indonesia (September 1996)

Scholarship given to five applicants with the best admission test scores.

Organizational experience

Organizational boards	Board member of USINET Alumni Association (2008 – present) Secretary of Electrical Engineering Student Association, Petra Christian University (1998 – 1999) Member of Seminar Division of Electrical Engineering Student Association (1997 – 1998)
Committees	Member of Secretariat Division of graduation ceremony organizing committee (2000) Secretary of Electrical Engineering Freshmen Camp organizing committee (1998) Member of Leadership Camp organizing committee (1998) Treasurer of Electrical Engineering Freshmen Camp organizing committee (1997) Member of Electrical Engineering Excursion Study organizing committee (1996)

Language skills

Native	Indonesian
Fluent	English (TOEFL CBT 290 out of 300), Dutch (NT2 Staatsexamen programma II diploma)
Basic	Mandarin Chinese, German, French

Professional interests

HCI-related topics User experience, hedonic and other non-pragmatic aspects in HCI, domotics, lifestyle enhancement, persuasive technology, ambient intelligence and context awareness

Other topics Human perception and cognition, (mobile) communication networks, computer programming

Personal interests

Foreign languages, science, music (vocal, piano and guitar), photography, literature, traveling, cooking

References are available upon request.