

Summary

I am a PhD student from the University of Primorska, Koper, Slovenia, doing research in human-computer interaction (HCI), music learning, augmented reality (AR) and computational interactions. Prior to my PhD studies, I am a fulltime faculty in the Software Technology department of De La Salle University, Manila, Philippines, where I **teach, mentor** and **do research** on HCI, UX and product design. Outside my regular duties, I **co-lead** UX Philippines (UXPH), the largest professional community in the Philippines. I also **engage** myself in various initiatives, startups serving various roles either as consultant, mentor, trainer and many others. With my **10+ years of combined experience** in industry, academe and community, I **push innovation** towards a technology-driven and design-mature society.

Research Overview

My research focuses on models, tools and interfaces that help humans understand how they work. My research activities primarily involve three major types of activities: (1) modeling user and personal data as they interact with technologies and tools, (2) the design of new interactions towards adaptive and personalised learning and, (3) evaluation of these interactions.

Research Interests and Themes

Human-Computer Interaction, Human-Drone Interaction, Music Learning, Creativity Support, Augmented Reality, Robotics.

Academic Preparation

Ph.D. in Computer Science, Human-Computer Interaction University of Primorska	2019–Present Koper, SI
<ul style="list-style-type: none">– Focus: Piano Learning, Improvisation and Digital Augmentation– Supervisors: Matjaž Kljun & Klen Čopič Pucihar– Semester Exchange: BGU-Negev, Israel, Magic Lab, with Jessica R Cauchard– Exchange Project: Close-Range Human Drone Interaction with Swarms	
M.S. in Computer Science De La Salle University	2011–2015 Manila, PH
<ul style="list-style-type: none">– Thesis: “Modelling Activities of Self-Regulated Learners as Contextualized Action Sequences”	
B.S. in Computer Science, Software Engineering De La Salle Canlubang (now the Laguna campus of De La Salle University)	2005–2009 Laguna, PH
<ul style="list-style-type: none">– Special Project: “An Exam and Survey Simulator for Accenture Java Capability Using Design Patterns”	

Publications

- [29] J. M. I. Santiago, R. L. Parayno, **J. Deja**, and B. P. Samson, “Rolling the Dice: Imagining Generative AI as a Dungeons & Dragons Storytelling Companion”, in *Proceedings of Generative AI and HCI, a CHI 2023 Workshop*, 2023, pp. 1–6.
- [28] R. L. Parayno, J. A. Deja, T. J. Sta Maria, B. P. Samson, and **J. Deja**, “Good Day Manager! Exploring Social Relationships in NFT-based Play-to-Earn Games”, in *Proceedings of ACM CHI Conference on Human Factors in Computing*, 2023, pp. 1–11.
- [27] M. Weerasinghe, V. Biener, J. Grubert, **J. Deja**, N. T. Attygalle, K. Trajkovska, M. Kljun, and K. Copic Pucihar, “VocabulARy replicated: comparing teenagers to young adults”, in *2nd Workshop on Replication in Extended Reality (WoRXR)*.
- [26] K. Trajkovska, **J. Deja**, and M. Weerasinghe, “pARt Blocks: Programming in AR with tangible blocks”, in *9th ACM Celebration of Women in Computing womENCourage*, 2022, pp. 1–2.
- [25] **J. Deja**, S. Mayer, K. Čopič Pucihar, and M. Kljun, “A Survey of Augmented Piano Prototypes: Has Augmentation Improved Learning Experiences?”, *Proc. ACM Hum.-Comput. Interact.*, vol. 6, no. ISS, 2022.
- [24] **J. Deja**, S. Mayer, K. Copic Pucihar, and M. Kljun, “The Vision of a Human-Centered Piano”, in *Proceedings of Intelligent Music Interfaces, a CHI 2022 Workshop*, 2022, pp. 1–4.

- [23] J. M. Santiago, G. Nodalo, J. Valenzuela, and **J. Deja**, "Explore, Edit, Guess: Understanding Novice Programmers' Use of CodeBlocks for Regression Experiments", in *6th HCI Slovenian Conference*, 2021, pp. 1–15.
- [22] **J. Deja**, "Encouraging Improvisation in Piano Learning Using Adaptive Visualisations and Spatiotemporal Models", in *MobileHCI 2021: ACM International Conference on Mobile Human-Computer Interaction*, 2021, pp. 1–6.
- [21] **J. Deja**, "Adaptive Visualisations Using Spatiotemporal and Heuristic Models to Support Piano Learning", in *Proceedings of the 29th ACM Conference on User Modeling, Adaptation and Personalization*, ser. UMAP '21, Utrecht, Netherlands: Association for Computing Machinery, 2021, pp. 286290, ISBN: 9781450383660.
- [20] J. (Adi) Tedjasaputra, B. Paul V. Samson, M. Ghazali, E. Sari, S. Sarcar, D. Gamage, K. Fujita, P. Jain, A. Jena, T.-J. K. Palma Monserrat, N. Sindi, K. Zhao, **J. Deja**, M. Fotedar, M. Joshi, Y. Li, Z. Lu, A. Matsufuji, S. Miyafuji, K. Sengupta, D. Singh, S. Singh, and U. Taufiqulhakim, "Asian CHI Symposium: HCI Research from Asia and on Asian Contexts and Cultures", in *Extended Abstracts of the 2021 CHI Conference on Human Factors in Computing Systems*. New York, NY, USA: Association for Computing Machinery, 2021, ISBN: 9781450380959.
- [19] F. E. Calimag, E. C. Mendoza, G. M. Nuncio, M. B. Ong, **J. Deja**, and R. A. Fernandez, "Analyzing the Effects of Subjectivity on Classifying Emotions in Music", in *Theory and Practice of Computation: Proceedings of Workshop on Computation: Theory and Practice WCTP2020*, 2020, pp. 1–6.
- [18] **J. Deja**, N. T. Attygalle, K. Copic Pucihar, and M. Kljun, "Sound 2021: Cross reality transitions between the real and augmented sound landscape", in *Proceedings of the International Workshop on Cross Reality (XR) Interaction at ACM ISS 2020*, 2020, pp. 1–4.
- [17] **J. Deja**, N. T. Attygalle, K. Copic Pucihar, and M. Kljun, "Sound 2021: The Future of Music", in *Proceedings of the Human Computer Interaction in Information Society (HCI-IS)*, 2020, pp. 1–4.
- [16] **J. Deja**, A. Dela Torre, H. J. Lee, J. F. Ciriaco IV, and C. M. Eroles, "ViTune: A Visualizer Tool to Allow the Deaf and Hard of Hearing to See Music With Their Eyes", in *Extended Abstracts of the 2020 CHI Conference on Human Factors in Computing Systems*, 2020, pp. 1–8.
- [15] T. J. S. Maria, G. R. Dizon, V. A. Esquivel, **J. Deja**, and U. Chua, "Designing Grit: Discovering Features Towards Supporting Novice Programmer DevOps Integration", in *Proceedings of the 2020 Symposium on Emerging Research from Asia and on Asian Contexts and Cultures*, 2020, pp. 41–44.
- [14] A. C. C. Reyes, N. P. A. Del Gallego, and **J. Deja**, "Mixed Reality Guidance System for Motherboard Assembly Using Tangible Augmented Reality", in *Proceedings of the 2020 4th International Conference on Virtual and Augmented Reality Simulations*, 2020, pp. 1–6.
- [13] T. M. Mirafuentes, A. R. Ante, M. G. Sanchez, **J. Deja**, and R. Cabredo, "ASSYSTX: Supporting Collaboration in Course Loading Systems", in *Proceedings of the 20th Philippine Computing Science Congress, PCSC'2020*, 2020.
- [12] G. Nodalo, J. M. Santiago III, J. Valenzuela, and **J. Deja**, "On Building Design Guidelines for An Interactive Machine Learning Sandbox Application", in *Proceedings of the 5th International ACM In-Cooperation HCI and UX Conference*, 2019, pp. 70–77.
- [11] B. M. Poblete, E. C. Mendoza, J. P. De Castro, **J. Deja**, and G. Nodalo, "A Research through Design (Rtd) Approach in the Design of a 360-Video Platform Interface", in *Proceedings of the 5th International ACM In-Cooperation HCI and UX Conference*, 2019, pp. 166–171.
- [10] K. G. Chan, **J. Deja**, J. P. Tobias, A. V. Gonzales, and M. A. Dancel, "Applying User-Centered Techniques in the Design of a Usable Mobile Musical Composition Tool", in *Proceedings of the 5th International ACM In-Cooperation HCI and UX Conference*, 2019, pp. 152–159.
- [9] **J. Deja** and R. Cabredo, "Using EEG Emotion Models in Viewer Experience Design: An Exploratory Study", in *Proceedings of the 4th International Conference on Human-Computer Interaction and User Experience in Indonesia, CHLuXiD'18*, 2018, pp. 82–88.
- [8] R. A. Fernandez, **J. Deja**, and B. P. V. Samson, "Automating heuristic evaluation of websites using convolutional neural networks", in *Proceedings of the Asian HCI Symposium'18 on Emerging Research Collection*, 2018, pp. 9–12.
- [7] **J. Deja**, P. Arceo, D. G. David, P. L. Gan, and R. C. Roque, "MyoSL: A Framework for measuring usability of two-arm gestural electromyography for sign language", in *International Conference on Universal Access in Human-Computer Interaction*, Springer, 2018, pp. 146–159.
- [6] **J. Deja**, K. G. Chan, M. A. Dancel, A. V. Gonzales, and J. P. Tobias, "Flow: A Musical Composition Tool Using Gesture Interactions and Musical Metacreation", in *International Conference on Human-Computer Interaction*, Springer, 2018, pp. 169–176.
- [5] **J. Deja**, R. Cabredo, and T.-J. K. Monserrat, "On Building an Emotion-based Music Composition Companion", in *Proceedings of the Asian HCI Symposium'18 on Emerging Research Collection*, 2018, pp. 25–28.

- [4] J. E. Tamani, J. C. B. Cruz, J. R. Cruzada, J. Valenzuela, K. G. Chan, and **J. Deja**, "Building Guitar Strum Models for an Interactive Air Guitar Prototype", in *Proceedings of the 4th International Conference on Human-Computer Interaction and User Experience in Indonesia, CHLuXiD'18*, 2018, pp. 18–22.
- [3] **J. Deja** and R. Cabredo, "Discovering Policies using Activity Models of Self Regulated Learners", in *Proceedings of the 16th Philippine Computing Science Congress*, 2016.
- [2] **J. Deja**, K. Blanquera, C. E. Carabeo, and J. R. Copiaco, "Genre classification of OPM songs through the use of musical features", in *Theory and Practice of Computation: Proceedings of Workshop on Computation: Theory and Practice WCTP2014*, World Scientific, 2016, pp. 77–88.
- [1] **J. Deja**, D. Talavera, L. Pancho, and E. S. Nase, "Automated Vehicle Entrance Monitor Using Pattern Recognition via Haar Classifiers", in *Theory and practice of computation*, Springer, 2013, pp. 257–265.

No. of citations: 113 | h-index: 6 | SICRIS: 219.59 | RG Score: 164.3 | as of April 1, 2023

Invited Talks and Presentations

- T42. **Piano 2.0: My HCI research project.** CHI MNL Seminar Series Event 01: Why we teach and do research in HCI. Organized by Manila ACM SIGCHI Chapter (Online - Manila, Philippines). Mar 17 2022.
- T41. **Introduction to Machine Learning & TensorFlow.** DSC Practical Use-cases in Machine Learning Workshop. Organized by Google Developer Student Club - Primorska (Koper Slovenia). Dec 09 2021.
- T40. **So Do You Wanna be a Unicorn? How to Future Proof your Career.** DSC Meet & Greet Sessions. Organized by Google Developer Student Club - Primorska (Koper Slovenia). Nov 03 2021.
- T39. **So Do You Wanna be a Unicorn? An Introduction to User Experience.** Utilizing UX to Build Better IT Solutions: UX Webinar. Organized by MCL ACM Chapter (Online - Laguna, Philippines). Aug 27 2021.
- T38. **So Do You Wanna be a Unicorn? An Introduction to Human-Computer Interaction.** Rants and Discussions Ep 5. Organized by OnOff Group Inc. (Online - Manila, Philippines). Jul 06 2021.
- T37. **The CAP in Capstone Projects.** Capstone Orientation Webinar. Organized by Xavier University - Cagayan De Oro College of Computer Studies. (Online - Cagayan de Oro, Philippines). Apr 28 2021.
- T36. **User Experience in the Academe: Fundamentals, Designs, Approaches, Case Studies, and Techniques.** PSITE NCR Webinar Series Session 11. Organized by Philippine Society of Information Technology Educators (PSITE). (Online - Manila, Philippines). Aug 29 2020.
- T35. **Building a UX Career Matrix for Students.** UXPH Roadshow Davao 2019. Organized by User Experience Philippines. Davao City, Davao. Sep 28, 2019.
- T34. **Ethnographic Studies: Another UX Research Approach.** UXPH June Meetup: All About UX Research. Organized by User Experience Philippines and Sprout Solutions. McKinley Park, Taguig. Jun 29, 2019.
- T33. **How Do We Design Customer-Centric Products and Services.** DevCon Summit 2019 Panel on Customer-Centricity Imperative. Organized by Developers Connect, SMX Aura Convention Center. Taguig. Jun 22, 2019.
- T32. **Using UX and AI for Marketing Case Studies. UX Series Talks.** Organized by BBDO Guerrero, BBDO Guerrero Office. Makati. Jun 18, 2019.
- T31. **So do you wanna be a unicorn? An Introduction to the UX Career.** EDGE: IT Career Talks. Organized by ACM FEU Alabang Chapter, Far Eastern University - Alabang. Filinvest, Muntinlupa. May 18, 2019.
- T30. **UX&AI: How we used UX to improve AI: Case Studies where UX played a role in the design of better AI.** IDEA: An IoT and Design Experience Assembly. Organized by Department of Computer Science, University of Santo Tomas. Espana, Manila. Apr 13, 2019.
- T29. **Design Thinking and Product Workshop.** SkyLabs Passion Projects. Organized by Skylabs and OffCrowd. Espana, Manila. Mar 22, 2019.
- T28. **UX&AI: How might we use UX to design usable, sustainable AI Products?.** Quantum Information Technology Convention (QITC) 11. Organized by Xavier University Ateneo de Cagayan. Cagayan De Oro, Misamis Oriental. Feb 01-03 2019.
- T27. **Why UX Matters to AI. Designers League of Pampanga: UX and UI Meetup.** Organized by Designers League of Pampanga. Mabalacat, Pampanga. Nov 24, 2018.
- T26. **DeafX: Designing Experiences for the Deaf and Hard of Hearing.** UX&Chill: Designing of Inclusivity. Organized by User Experience Society - Ateneo. Quezon City. Nov 21, 2018.
- T25. **A Complex Systems Approach to Understanding Urban Transportation.** Big Data Analytics and Applications & Intelligent Transport Systems. Organized by Transportation Science Society of the Philippines and Department of Science and Technology. Manila. Nov 19, 2018.
- T24. **Hear Me! Live Me! Designing Experiences for the Deaf and Hard of Hearing.** World Interaction Design Day Makati. Organized by Kalibrr Design. Makati. Sep 25, 2018.
- T23. **Creating Healthy Group Environments. Organized by DLSU Sprint.** De La Salle University. Manila. Sep 22, 2018.
- T22. **When UX meets AI.** Organized by QBO QLITAN with QBO. QBO Innovation Hub. Makati. Jul 24, 2018.
- T21. **Impact of AI in the Teaching Profession.** Organized by Union of Students Inspired Towards Education (UNITED) DLSU, 5th Educators Congress #TransformED. Malate, Manila. Jun 23, 2018.
- T20. **UX+AI: Developing UX-Centered AI Products.** Organized by the IT180F Students of Malayan Colleges Laguna. Cabuyao, Laguna. May 16, 2018.
- T19. **UX+AI: Developing Intelligent Interfaces.** Organized by Google Business Group Cagayan and Shareable Inc. DiMSum2018: Digital Media Summit 2018 Co Creating Cagayan-Valleys Digital Future. Cagayan State University Carig Campus, Cagayan. Apr 20, 2018.
- T18. **Should you really make an AI for it?** Organized by AI Design Philippines, Indigo Research and Launchgarage. Eastwood, Quezon City. Mar 13, 2018.
- T17. **Case Studies in HCI Innovation.** Organized by UST Computer Science Society. University of Santo Tomas, Espana, Manila., Metro Manila. Jan 20, 2018.

- T16. **Exploring Opportunities for Integrating Data Science in Business.** Organized by Big Picture Asia, Acer Philippines & Microsoft Philippines. Acer Technology Forum 2017, Cebu City., Cebu. Oct 02, 2017.
- T15. **Introduction to Machine Learning and TensorFlow.** Organized by GDG Philippines. Google Developers Group Philippines I/O Extended 2017, City of Manila, Metro Manila NCR. Jul 01, 2017.
- T14. **Employing Computing Techniques Towards Better Data-Driven Design.** UX Philippines 2017 Conference. Organized by UX Philippines. Taguig, Metro Manila. May 20-21 2017.
- T13. **Machine Learning Starter Pack. Workshops on Machine Learning Technologies.** Organized by the IT180F Students of Malayan Colleges Laguna. Cabuyao, Laguna. May 04, 08, 09 2017.
- T12. **Using Machine Learning and Analytics in Rapid Content Prototyping in Advertising.** Business Analytics Seminar Series. Organized by the Information Systems Society, University of Santo Tomas. Manila. Mar 27, 2017.
- T11. **Machine Learning and Statistical Analysis.** Information Technology Conference 2017. Organized by Marketing Taughtworks, Santa Rosa City., Laguna. Feb 17 2017.
- T10. **Design Thinking.** Passion Anonymous Launching. Organized by ReThink Community, Santa Rosa City, Laguna. Feb 11, 2017.
- T09. **Google Technologies on Machine Learning.** GDG Bacolod DevFest 2016. Organized by Google Developers Group (GDG) Bacolod, University of St. La Salle. Bacolod, Negros Occidental. Nov 12 2016.
- T08. **New Face of the New Age: Introduction to Machine Learning.** Organized by the Department of Computer Science, Polytechnic University of the Philippines. Sta. Mesa, Manila. Oct 10 2016.
- T07. **Machine Learning for Computer Engineers.** ICEP Region IV-A General Assembly. Organized by the Institute of Computer Engineering Philippines (ICEP) Region IV-A, University of Perpetual Help-Molino. Molino, Cavite. Oct 01 2016.
- T06. **Machine Learning with TensorFlow.** GDG CDO I/O Extended 2016. Organized by Google Developers Group (GDG) Cagayan De Oro, Mindanao University of Science and Technology. Cagayan De Oro, Misamis Oriental. Jul 30 2016.
- T05. **The Machine Learning Starter Pack.** GDG Cebu I/O Extended 2016. Organized by Google Developers Group (GDG) Cebu. University of the Philippines, Cebu. Cebu City, Cebu. Jul 23 2016.
- T04. **Introduction to Machine Learning.** GDG Philippines I/O Extended 2016. Organized by Google Developers Group (GDG) Philippines, Ateneo de Manila University. Katipunan, Quezon City. Jul 02 2016.
- T03. **Introducing HCI as a Research Discipline.** Organized by the College of Computer Studies, National University. Sampaloc, Manila. Aug 18 2015.
- T02. **Seminar on Empathic Computing.** Organized by the Department of Computer Science, University of Santo Tomas. Espana, Manila. Nov 22 2013.
- T01. **Connecting Current issues in AI with Computer Engineering.** Organized by Society of Computer Engineering Students, Mapua Institute of Technology at Laguna, Malayan Colleges Laguna. Cabuyao, Laguna. Oct 04 2012.

Teaching

- **Graduate Teaching Assistant** at University of Primorska since Feb 2020
Computer Practicum I and II for the English Programme (C, HTML, CSS, JS, NodeJS, MVC, DevOps)
- **Teaching Faculty (Fulltime)** at De La Salle University since 2017, on-leave since Jan 2020
Software Design Patterns (SWDESPA), Human Computer Interfaces (HCIFACE), Software Engineering (SOFENGG, SW-ENGG), Technology and Innovation Management (INOVATE, CSC571M)
- **Teaching Faculty (Parttime)** at De La Salle University Jan 2013–Apr 2014, Aug 2015–Dec 2016
Human Computer Interfaces (HCIFACE), Software Engineering (SW-ENGG), Logic Formulation Using Java (CSC504C), Operating Systems (OPERSYS, CSC511C), Intelligent Systems (INTESYS), Automata Theory (CSC515C)
- **Instructor** at University of Santo Tomas Jan 2015–Jun 2016
Human Computer Interaction (ICS152), Business Analytics Modelling (ISELEC3A), Intelligent Systems (CS209)
- **Instructor** at Malayan Colleges Laguna Jun 2011–Dec 2012, Jan 2014–Dec 2014
Automata Theory (CS122), Software Engineering (CS150, CS150P), Design and Analysis of Algorithms (CS121)
- **Computer Teacher** at Laguna BelAir School May 2010–Apr 2011
Office Productivity, Databases, Web Applications

Professional and Consultancy Experience

- University of Primorska** Koper, SI
Teaching Assistant since Feb 2020
 - Faculty of Mathematics, Natural Sciences and Information Technologies (FAMNIT)
 - Department of Information Sciences and Technologies (DIST)
- CityMunch UK** London, UK (remote)
UX Consultant since Feb 2020
 - Product Design, Customer Journeys, UX Research
- Senti AI** Makati, PH
Operations Consultant Apr 2015–Apr 2016, Aug 2019–Present
 - Process Improvement, Growth, Scale
- Department of Science and Technology, Republic of the Philippines** Pasay, PH
En Banc Panelist, Technology Consultant since Feb 2019

- Software Technology, UX, Product Design, Project Commercialization
- Technology Application and Promotion Institute (TAPI), Technology Commercialization (TECHNICOM)

UX Indonesia Jakarta, ID (remote)
Consultant Dec 2018–Sep 2019

- UX Recruitment, UX Management, UX Training, Design Ops

Cognify Labs California, USA (remote)
Consultant Nov 2018–Mar 2019

- UX, Product Design

SkyLabs Manila, PH
Consultant since Sep 2018

- Training, Mentorship, Operations

Createur Technologies Inc (CRTR Live) Manila, PH
Chief Technology Officer (CTO) Aug 2018–Apr 2019

- Technology Management, Mobile App Development

NuWorks Interactive Labs Inc Pasig, PH
Research Consultant Dec 2016–Dec 2019

- EEG, Affective Testing, Rapid Content Prototyping

Custom Solutions Jul 2013–Aug 2015
Freelance and Consulting

- Software Development, AI Solutions

Hewlett Packard Asia Pacific ROHQ Taguig, PH
Application Delivery Specialist Jul 2009–Jul 2010

- Service Management, Release to Operations, Project Management

Accenture Manila Delivery Centre Taguig, PH
Java Intern Apr 2008–Aug 2008

- Software Development, Web Applications

Research Experience

University of Primorska Koper, SI
Graduate Research Assistant since Feb 2020

- Faculty of Mathematics, Natural Sciences and Information Technologies (FAMNIT)
- Humans Interacting with Computers at the University of Primorska (HICUP) Research Group

Ben Gurion University of the Negev Be'er Sheva, IL
Visiting PhD student Mar–June 2022

- Human-Drone Interaction, Magic Lab
- Supervised by Dr Jessica Cauchard

User Experience Philippines Manila, PH
Director for Research since Jan 2021

- UX Research Industry Landscape, Trends
- State of UX in the Philippines (SOUP) Report

DLSU Center for Complexity and Emerging Technologies (COMET) Manila, PH
Faculty Researcher, former Head of Laboratory since 2015, Aug 2017–Jan 2020

- HCI research
- COMET is a lab under DLSU CCS Official Research Institute AdRIC

Osaka University, Institute of Industrial and Scientific Research Osaka, JP
Visiting research student Aug 2018

- Machine Learning Research
- Architecture for Intelligence (Numao) Lab

Scholarships and Awards

- **Honorable Mention Paper Award.** Top 5% of the papers in ACM ISS 2022 Conference. 2022.
- **Heidelberg Laureate Forum Young Researcher.** Heidelberg Laureate Foundation. 2022
- **Special Recognition for Outstanding Reviews.** CHI 2020 2022, AutomotiveUI 2020, CHI PLAY 2020, ISS 2022. 2020-2021
- **Ministry of Education, Republic of Slovenia.** University of Primorska PhD Scholarship Grant. since 2019
- **Mario D Camacho Chair of Computer Studies.** De La Salle University Science Foundation Inc. 2018, 2019
- **Most Influential CCS Faculty.** Awarded by DLSU Computer Studies Government. Aug 2018
- **De La Salle University Science Foundation Scholar.** DLSU MSCS Financial Assistance Grant. Jan 2012
- **Outstanding Faculty.** Ranked 1st out of 137 faculty from student satisfaction survey. Dec 2011
- **Silver Award.** HP Asia Pacific ROHQ WEBINT. Feb 2010
- **HP BAS PH's Finest (Gold Award).** HP Asia Pacific ROHQ National Level. Nov 2009
- **Amber Award.** HP Asia Pacific ROHQ WEBINT. Sep 2009
- **Notable Total Customer Experience (TCE) Burst Award.** HP Asia Pacific ROHQ WEBINT. Aug 2009
- **1st Runner Up Impromptu Speaking Contest.** Rotary Club Sta Rosa Aug 2004

Grants

- ACM SIGCHI Gary Marsden Travel Award 2022
Received \$3,800 as travel grant to attend the upcoming ISS 2022 Conference in Wellington, NZ.
- SAP Travel Grant 2022
My participation, accommodation and travel costs during the 9th Heidelberg Laureate Forum was covered and paid for by SAP.
- Erasmus+ Exchange Travel Grant 2022
Received \$2,460 as travel grant to cover my Erasmus+ semester exchange to Ben-Gurion University, Israel.
- CCS-NuWorks Emotion Recognition 2017-2019
Received \$10,000 for my project "The Use of EEG for Emotion Classification in Rapid Content Prototyping in Marketing". This project is an industry collaboration between DLSU CCS and NuWorks Interactive Labs.

Skills

- **UX Research:** Contextual Inquiry, Questionnaires, Empathy Maps, Affinity Maps (Thematic Analysis), User Stories, Personas, Journey Mapping, Ethnographic Research, Usability Testing, various qualitative and quantitative methods
- **UX Prototyping:** InVision, Balsamiq, Figma, Storyboarding, Wireframing, Wizard of Oz Prototyping, Paper Prototyping
- **Beyond UX and HCI:** Heuristic Evaluation, Design Thinking, Visual Design Patterns and Gestalt Psychology, Service Design, Experience Design, User-Centered AI
- **Software and Systems:** C, Java, JS, Python, SQL, HTML, CSS, NodeJS, Scrum and Agile, OOP, Design Patterns
- **AI and ML:** Experiment Design, Recurrent Neural Networks, Supervised ML, Feature Selection and extraction, Clustering and Visualization, Using EEG and EMG as features
- **Teaching and Pedagogy:** Outcomes-based curriculum and syllabus design, teaching, teaching HCI and UX

Service and Community Engagement

- Organiser since 2023
Intelligent Music Interfaces Workshop (IMI'23)
- Global Inclusion & Equity Co-Chair since 2022
ACM CHI Conference on Human Factors in Computing Systems (CHI'23)
- Program Committee/AC
CHI 23 (LBW), IMI 23, HCIxB 23, ICMI 20-21, PCSC 22, HCI SI 20, 21, ACS 20,21
- Reviewing
CHI 20-23, HCIxB 23, ISS 22-23, ISMAR Posters 21, HCI SI 20-21, ACS 20-21, CHI PLAY 19-22, IDC 21-23, UIST 20, TEI 20-21, IMX 19-21, CSCW 19-23, IUI 20-21, MobileHCI 19-23, AutoUI 19-22, ICMI 19-21, C&C 17 19 21, CHIUXiD 19, VRST 19-21, DIS 19-20 22, HRI 17, PCSC 20 22, CSP-SPiCE 2019
- Local Organiser 2021
6th HCI Slovenia SI Conference
- Data Chair 2021
Asian CHI Symposium 2021

- Founding Vice Chair, Current Secretary
Manila ACM SIGCHI Chapter 2019–Present
- Student Volunteer
NordiCHI 2020, ACM UMAP 2021
- Community Lead 2017–Present
User Experience Philippines
- Faculty Adviser
User Experience Society DLSU Chapter (Aug 2017–Present), DLSU Green Giant FM (Jan 2018–Sep 2020)
- Practicum Coordinator 2017–2020
Software Technology department, College of Computer Studies, DLSU
- Volunteer Speaker 2017–Present
GDG PH, GDG Cebu, GDG Bacolod, GDG CDO, UXPH, QITC, DSC Primorska
- Member
Computing Society of the Philippines (2016,2018), ACM (since 2015), ACM SIGCHI (since 2015), Interaction Design Foundation (2018-2019)
- Committee Chair on Research 2012
College of Information Technology, Malayan Colleges Laguna
- Ex-Officio Consultant 2009–Present
Don Bosco Alumni Philippine National Federation, Caritas Don Bosco Alumni Association

Specialized Trainings

- **ACM ISS 2022 Doctoral Symposium.** ACM, NZ (virtual). Nov 2022
- **9th Heidelberg Laureate Forum.** Heidelberg Laureate Foundation, DE. Sep 2022
- **ACM CHI 2022 Workshop - Intelligent Music Interfaces.** ACM, New Orleans, USA. May 2022
- **Pedagoško andragoško Usposabljanje (Pedagogical and Andragogical Training).** UL, UM and UP, SI. Mar-Apr 2022
- **ACM MobileHCI 2021 - Doctoral Consortium Track.** ACM, Toulouse, FR (virtual). Sep 2021
- **ACM UMAP 2021 - Doctoral Consortium Track.** ACM, Utrecht, NL (virtual). Jun 2021
- **Digital Media Summer Institute 2020.** INOVA Media Lab, Lisbon, PT (virtual). Jul 2020
- **CSCW Asia Winter School 2019.** ACM SIGCHI, Kyoto, JP. Dec 2019
- **PH Tech Leads Conference.** Philippine Tech Community Leaders Community, Manila, PH. Dec 2018
- **Academic Leadership and Development Program (ALDP).** De La Salle University, Manila, PH. 2017-2018
- **3rd ACP Encampment.** Philippine Air Force Pampanga, PH. Apr 2004

Press Coverage and Works Appearing in Various Outlets (clickable links)

- **UXPH Research (2021):** The State of UX in the Philippines (SOUP) Industry Report.
- **ANC Early Edition (2019):** Creating a more collaborative and design driven-Philippines.
- **UXPH Blogs (2019):** Recap: UXPH Roadshow 2019, Davao. Workshop 04: Building a UX Career Matrix for Students.
- **Roots Podcast (2019):** Jordan Deja, The UX Guy.
- **Designers.cam (2019):** Change and Design Leadership.
- **OffCrowd (2019):** Design Thinking Workshop Sets Focus on Empathetic Solutions.
- **Inquirer Pop! (2018):** This professor cramming his presentation in a conference is all of us in college.
- **Adobo Magazine (2017):** NuWorks Interactive launches DeepDive to measure emotions towards digital content.
- **Campaign Brief Asia (2017):** NuWorks Interactive Labs Manila wins Three-Peat Win at the 20th Agency of the Year Awards.
- **The Lasallian (2017):** Computers replacing humans? Its all science fiction.

Miscellaneous

- **Languages:** Filipino (Native), English (bilingual proficiency), Japanese (N5), Korean (Basic), Slovene (A1)
- **Hobbyist coffee brewer.** Trained in Slovenia.
- **Hobbyist photographer.** You may view my old portfolio at <https://jordandeya.carbonmade.com>
- **Legend 3 Medal: DOTA 2** August 2019
- **Meme:** If you google *cramming professor meme* you will see me in the top results
- **3rd ACP Encampment** Graduated Top 15 out of 120 delegates nationwide, Philippine Air Force. Apr 2004.

Contact References

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