Ela Liberman-Pincu **January 2021**

CURRICULUM VITAE

PERSONAL DETAILS

Ela Liberman-Pincu
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Work: Ben-Gurion University of the Negev
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EDUCATION

B. Design – 2002-2006
Holon Institute of Technology
Industrial design

MID –2010-2012 *Graduated with honors*
Technion - Israel Institute of Technology
Industrial design for medical purposes

Thesis Writing–2017-2019
Ben Gurion University of the Negev
Industrial engineering and management
Name of advisor: Dr. Yuval Bitan
Title of thesis: Using FULE methodology to design and evaluate autonomic medical device through a case study

Ph.D. –2019-Current
Ben Gurion University of the Negev
Industrial engineering and management
Name of advisor: Prof. Tal Oron-Gilad
Title of thesis: Impacting the Human Perception of a Social Assistive Robot (SAR): Interaction-centered Design Tools to Improve Human-SAR Attachment

EMPLOYMENT HISTORY

2019- now	Doctoral Student Ben-Gurion University of the Negev, the Department of Industrial Engineering and Management
2008-now	Owner and Industrial designer Liberela-Design & Development
2007-2008	Industrial designer Intovision
2006-2007	Industrial designer Nemesysco

SCIENTIFIC PUBLICATIONS

Liberman-Pincu E, Bitan Y. FULE—Functionality, Usability, Look-and-Feel and Evaluation Novel User-Centered Product Design Methodology—Illustrated in the Case of an Autonomous Medical Device. Applied Sciences. 2021; 11(3):985. https://doi.org/10.3390/app11030985

Conference proceeding papers

Liberman-Pincu, E. 2021. Audrey- Flower-like social assistive robot: Taking care of older adults in times of social isolation during the Covid19 pandemic. In Companion of the 2021 ACM/IEEE International Conference on Human-Robot Interaction. ACM, Boulder, CO, USA. ACM, New York, NY, USA, 2 pages. https://doi.org/10.1145/3434074.3446962

Liberman-Pincu, E., van Grondelle, E.D., and Oron-Gilad. T. 2020. Designing robots with relationships in mind- Suggesting two models of human- socially assistive robot (SAR) relationship. In Proceedings of 2021 HRI '21 Companion, March 8–11, 2021, Boulder, CO, USA. ACM, New York., NY, USA, 5 pages. https://doi.org/10.1145/3434074.3447125

Liberman-Pincu, E., & Bitan, Y. (2020, September). Functionality, Usability, Look & Feel, and Evaluation (FULE) Methodology. In *Proceedings of the International Symposium on Human Factors and Ergonomics in Health Care* (Vol. 9, No. 1, pp. 132-133). Sage CA: Los Angeles, CA: SAGE Publications.

LECTURES AND PRESENTATIONS AT MEETINGS

Liberman-Pincu, E., & Bitan, Y. (2020, September). Functionality, Usability, Look & Feel, and Evaluation (FULE) Methodology. In *Proceedings of the International Symposium on Human Factors and Ergonomics in Health Care* (Vol. 9, No. 1, pp. 132-133). Sage CA: Los Angeles, CA: SAGE Publications.

RESEARCH GRANTS

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- ABC Foundation. Ben-Gurion University of the Negev through the Helmsley Charitable Trust, the Agricultural, Biological and Cognitive Robotics Initiative, and by the George Shrut Chair in human performance management.

HONORS AND PRIZES

- 2017- A'Design award- Silver A' Design Award Winner for Scientific Instruments, Medical Devices and Research Equipment Design Category
- 2016- A'Design award- Winner in Furniture, Decorative Items, and Homeware Design Category