



# SØREN PEDERSEN

## PROFESSIONAL STATEMENT

My passion is to identify and solve everyday problems, small or big, through the use of technology. Furthermore, I love creating bridges between the physical and digital world focusing on creating new **meaningful experiences**, either through existing interfaces, or the interfaces of tomorrow. I enjoy taking **responsibility** of the projects I engage in, in addition to **coordinating**

the process between the people I work alongside. Furthermore, as a product designer and developer, I have a strong emphasis on interactions and experiences, and I believe that through **agile development** with a **user-centred process**, you have the best opportunity to create a great product instead of a good or mediocre.

## PROFILE

- Name**  
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## SOCIAL

- <http://facebook.com/soeren.pee>
- <http://linkedin.com/in/soerenpnet>
- <http://twitter.com/soerenpee>

## EDUCATION

### M.Sc. ICT Product Development

- Aarhus University
- Aug. 2013 - Feb. 2016
- During my Master's I focused on a human-computer interaction (and human-robot interaction) theory perspective with a mix of technical courses.
- The degree is a fusion of the Design and Computer Science disciplines and covers the different stages of the product development process in terms of going from idea to a functional prototype. The education is highly project-oriented with 4-6 prototypes developed in teams of 2-4 students each semester.

### B.Sc. IT Product Design

- Aarhus University
- Aug. 2010 - Jun. 2013
- The Bachelor degree program covers the basic of computer science, design, and business. I obtained fundamental knowledge and practical experience in interaction design, programming, mobile and web technologies, algorithm and data structures, development methods (agile, waterfall, iterative, etc), and various design disciplines such as; physical, experience, social, and aesthetic design/interaction.

### STX - Music Theory English Studies

- Grenaa Gymnasium
- Aug. 2005 - Jun. 2008

## ACHIEVEMENTS

### Presenter at RO-MAN 2015

- RO-MAN 2015 Conference on Cultural Robotics, Kobe, Japan
- Sep. 2015
- I co-developed a project about how robotics could be used in the modern gastronomic kitchen working alongside chefs on equal footing. I **facilitated a co-design process** where we included chefs and kitchen staff in the design process in order to get valuable insight of the inner workings in a modern kitchen.
- *Laursen, C., Pedersen, S., Merritt, T., Caprani, C. Robot-Supported Food Experiences: Exploring Aesthetic Plating with Design Prototypes. (Full Paper) Accepted for inclusion in LNAI Special Volume: Proceedings of RO-MAN 2015, Cultural Robotics. (2016)*

