

Rotem Landesman

Ph.D. Student

I study digital design for youth wellbeing, with a particular focus on developing strategies, methods, tools, and perspectives to support children in developing an ethical and critical sensitivity to technological systems.

EDUCATION

2021-	University of Washington , Seattle, WA, USA Ph.D. in Information Science Advisor: Katie Davis
2020-2021	Tel Aviv University , Tel Aviv, Israel M.A. in Philosophy, Science and Digital Culture
2016-2019	Reichman University , Herzliya, Israel Honors B.A. in Interactive Communications Advisor: Oren Zuckerman

RESEARCH EXPERIENCE

2021-	Digital Youth Lab , <i>Graduate Research Assistant</i> . Mentors: Katie Davis, Alexis Hiniker
2019-2020	Tel Aviv University , <i>Undergraduate Research Assistant</i> . Mentor: Lior Noy <i>Researched and conducted projects on creativity development in teens through digital interventions.</i>
2016-2019	Media Innovation Lab (MiLab) , <i>Undergraduate Research Assistant</i> . Mentor: Oren Zuckerman <i>Researched and led projects on designing tangible digitally enhanced objects to enhance connection and learning in child and elderly populations.</i>

INDUSTRY EXPERIENCE

2020-2021	Salesforce , Tel Aviv, Israel; <i>Marketing Associate</i> <i>Conceptualized, organized, and ran targeted campaigns for the Israel market. Responsible for: creation and maintenance of ongoing digital campaigns, high impact in-person events for C-level customers and prospects, and working closely with emerging marketing team on various marketing initiatives (in-person/virtual).</i>
2019-2020	Google , Tel Aviv, Israel; <i>Associate Program Manager</i> [Google Cloud for Startups] <i>Responsible for managing, supporting, and tracking partnerships with startups, accelerators, and VCs through 1:1 bespoke support, community building, communications, technical training, and events. Researched and processed business aimed data to support and maintain key regional relationships.</i>
2019-2020	Fiver , Tel Aviv, Israel; <i>Vertical Coordinator</i>

Managed product expansion (expansion research, customer interviews, team engagement and management until launch), having reached 100+ customers and growing user base by 30%.

2017-2019 **Konfidas**, Tel Aviv, Israel; *Marketing Lead*
Strategized and executed cyber awareness campaigns, marketing initiatives, and training programs with strategic partners.

AWARDS & INVITED TALKS

2022-2023	Graduate Fellow , Philosophy Learning and Teaching Organization (PLATO)
2018-2019	Zell Entrepreneurship Honors Program (Reichman University)
2022	Promoting Public Libraries as Centers of Youth Civic Engagement Rotem Landesman , Chris Coward, & Katie Davis (2022) CLS 22': Connected Learning Summit https://youtu.be/Rsb1m5FymC4 <i>Developed a Civic Engagement Module (as part of the Connected Libraries Project, UW iSchool), integrating participatory design sessions and extensive literature review.</i>

TEACHING

INSTRUCTOR	Philosophy for Children , Loyal Heights Community Center. Wi '22 <i>Crafted curriculum and taught children ages 12-16 (9 week course) topics in philosophy and technology..</i>
TEACHING ASSISTANT	Ethical Games Directed Research Group , Co-Instructor. UW HCDE Wi 21' <i>Designed curriculum (including exercises, readings, lectures, and assignments) on the topics of ethics and AI, serious games, learning through games and design basics. Prepared and delivered lessons on ethical computing and AI trends.</i>
	HCI 101 , Reichman University. Fa '19, Sp '20 <i>Helped adapt course content to equitable remote instruction formats, focusing on needs of the most disadvantaged student groups and implementing structures for instructor and peer support.</i>
	Human-Centered UX Design , Reichman University. Fa '19, Wi 20' <i>Modified curriculum to industry standards, conferring with UX designers and researchers from varying fields; Prepared and delivered series of lessons on the roots and ethics of human-ethics design</i>