

SNiC presents:

# creatUIT

Program

# Welcome



Hi and welcome to the 2023 edition of SNiC: CreativIT!

We have made a digital booklet where you will find all relevant information you might need during our conference. On the next page you will find a table of contents which lists the page numbers on which you will find information about everything you need to know for today!

As you will probably have seen by now, the old factory where we are right now is quite a large space. For your convenience we have provided a map of DeFabrique displaying all areas of interest. If you're interested; in each area you can find a poster with information about what that area used to be.

We have set the stage for you to broaden your view on IT, further your career, and for you to get inspired!

We are really excited about today and hope you are as well. In case you have any questions during the conference, find our CreativIT helpers throughout the areas or at the information point.

We wish you a wonderful and inspiring day!

On behalf of the CreativIT committee,

Victor Severijns

*SNiC presents:*  
**CreativIT**



04  
Floor plan



03  
Committee



01  
Theme



03  
Program



08  
Sustain-  
ability



06  
Hosts



05  
Location  
history



07  
Speakers

# Theme



SNiC is the largest national Computer Science and Artificial Intelligence conference, organised for and by students. Last year's theme CelerIT was on the swiftness of technology in three aspects, namely the past, the present and the future. This year's edition will be around the theme of CreativIT. Where CelerIT left off, we are picking it up, looking further into the future at the creative ways in which technology can be used. We invited creative minds of our industry to explore these ways with us in three main tracks: Create, Innovate & Anticipate, and two sub tracks: Collaborate & Communicate.

Create: We immerse ourselves in the fusion of creativity and creation. Technology itself becomes a canvas for creative expression and we look at how user-centric design plays a vital role in keeping users engaged with your application. Or what user-unfriendly design does...Create is also about how technical creativity in games can be incorporated to create immersive and emotionally resonant gaming experiences.

Anticipate: The first thing that came into our minds whilst organising this conference was art. Art is no longer a static painting you can visit in a museum; combined with technology it is something that challenges our perception of the world. It is about how to anticipate the new creative ideas that emerge. In today's world this is very relevant,

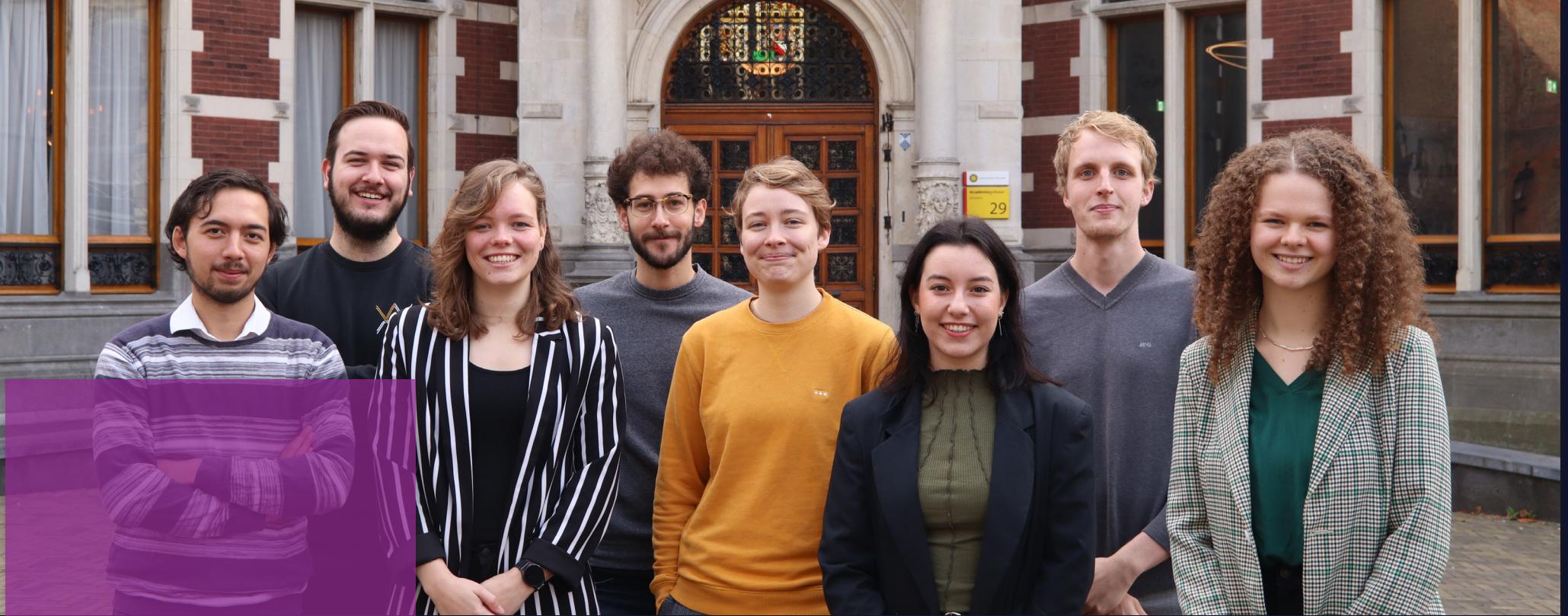
because are you looking at a video of a real person or a deepfake?

Innovate: The innovate track delves into how real-world problems can be tackled. From personalization to sustainability, the brightest minds of our industry will walk you through how they creatively overcame problems they see in their everyday lives.

Collaborate & Communicate: We invited companies to talk with you about exciting business cases and work or internship opportunities. These business cases and speeddates will be given throughout the day to further your professional career. There are very limited places for these sessions, but not to worry; These companies will be present the whole day on our company market even if you cannot make it to their sessions.

Creativity can be found in many forms; creative coding, music, but also art! This year's SNiC conference has something special... A creative and an interactive art installation! Come by at Nieuwe Fabriek to contribute to our very first SNiC artwork.





# Committee

Over the past one and a half years we have worked towards this day. You might be wondering how we arrived to the theme of CreativIT. Of course we had to look for a suitable word we could append -IT to, but have a look at our backgrounds as well: Human computer interaction, information science, sustainable business & innovation, artificial intelligence, medical informatics, data science & AI, and business informatics. The common thread that binds us? Our passion for IT and our collective amazement at the creative solutions that are applied within our own fields of study.

We have all been to previous editions of SNiC and we are captivated by the essence of the conference: Inspiring (new) students for a career in IT and broadening their horizons of our industry.

We are excited about today and are interested in your thoughts, come find us throughout the day!

"Create"

Copraloods

"Anticipate"

Perserij

"Innovate"

Loods 8

"Collaborate"

2nd floor Perserij

"Communicate"

Jutekelder

10:30  
-  
11:45

Creativity and Innovation: The Driving Forces of Progress  
Eric de Maar

11:45 - 12:15

Coffee break

12:15  
-  
13:15

Where are we now?  
Yehwan Song

Truth in times of Fakeness -  
Are we ready to accept the  
full potential of deepfakes  
aka Generative AI?  
Dr. Sezer Karaoglu

ING Mobile Banking:  
Unveiling the Personalized Future  
ING

Booking.com Business Case:  
Trust and Safety at Booking.  
com - Using AI to take care  
of customers worldwide  
Booking.com

Speeddates

13:15 - 14:15

Lunch

14:15  
-  
15:15

Creative Coding as a Practice  
Edwin Jakobs

The hunt for cyber-criminals, how to catch them?!  
Gina Doekhie

Innovolution - The Constant in IT is Change: How to Make the Most of It Conclusion

Business case Nedap  
Nedap

Speeddates

15:15 - 15:45

Coffee break

15:45  
-  
16:45

Games: Software, But Not Quite Software  
Rami Ismail

AI Art: From 2015 Till Now  
Luba Elliott

Unleashing Observability's Power in SPITS  
InfoSupport

Business case AIVD  
AIVD

Speeddates

16:45 - 17:15

Coffee break

17:15  
-  
18:30

Code Like a DJ with Sonic Pi  
Dr. Sam Aaron

18:30 - 20:30

Dinner



# Program

# Impact maken in de zorg-ICT?

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Dimaros



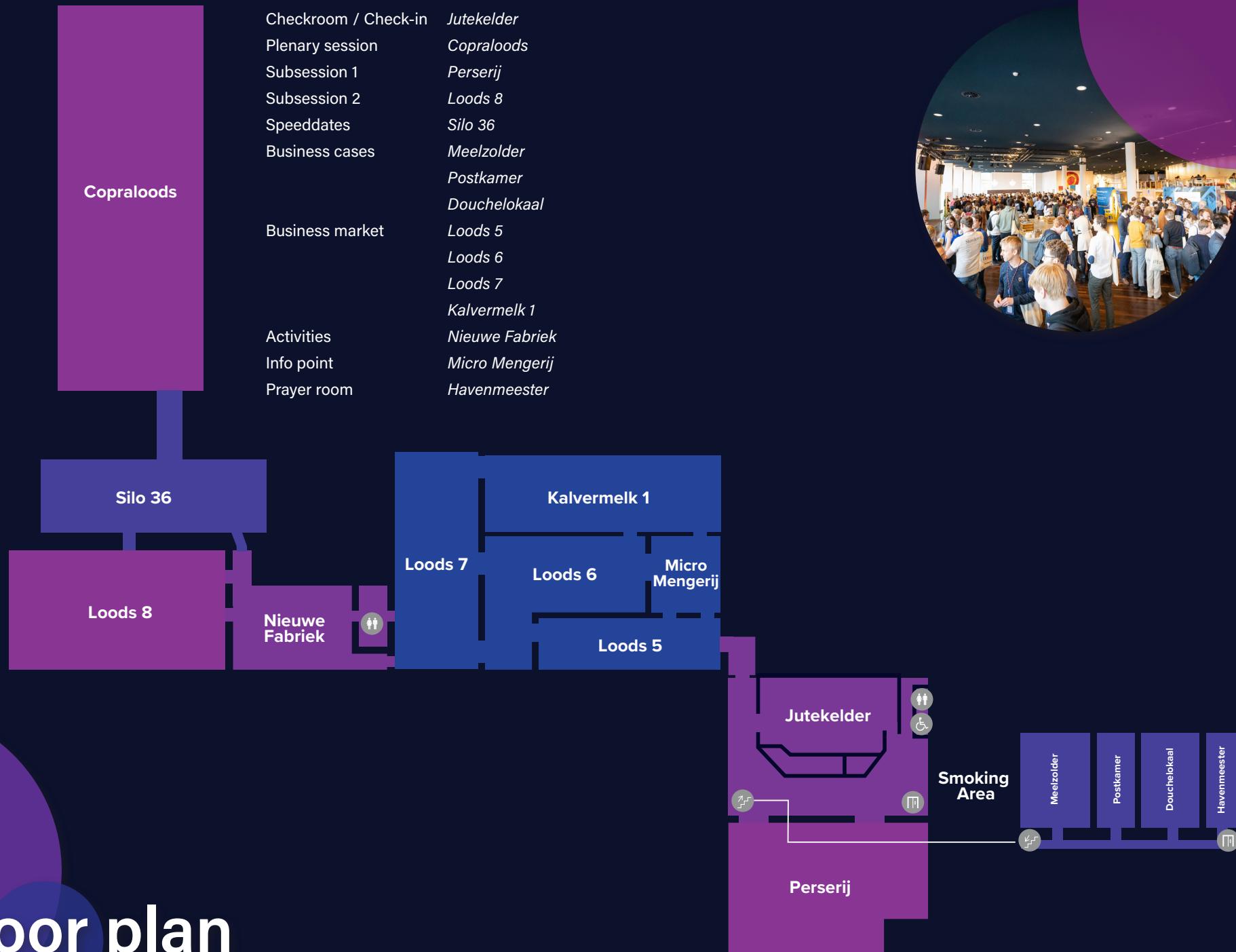
[werkenbijchipsoft.nl](http://werkenbijchipsoft.nl)



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ChipSoft

# Floor plan



# Location history



The enterprising Frisian Ulbe Twijnstra, who already owned oil mills in Akkrum and Franeker, wanted national sales for his products shortly after the First World War and was looking for a suitable location in the center of the country for a new factory to be built. He found this near Maarssen, on a conveniently located strip between the Utrecht-Amsterdam railway line and the Merwede Canal (now the Amsterdam-Rhine Canal). The location on good waters was very important for the factory in connection with the supply and removal of raw materials. A private harbor was even dug from the Merwede Canal for this purpose.

In 1921 a modern factory for the pressing of linseed oil and the production of livestock cakes was built a stone's throw from Maarssen. The factory was largely furnished and manned by Frisian workers, for whom the necessary housing was lacking in modest Maarssen. With a guarantee from the factory, the municipality built a neighborhood with small workers' houses on the other side of the canal, which is known to this day as the Frisian neighbourhood.

After World War II, the factory switched to produc-

ing oil from copra; the dried coconut fruit. For this purpose, a striking tent-shaped storage shed was built in the 1950s, now renamed Copraloods. In 1962 the production of oil was stopped and the factory concentrated entirely on the production of compound feed. A high silo was built in 1960 for the storage of grains – now known as Silo36 – which still dominates the complex. The production changes were a direct result of shifts in supply and demand on the world market. In the time of the UTD, company events were already organized at the factory. Those who worked at the compound feed factory became part of a thriving community life.

In 1963 Ulbe Twijnstra merged with Delfia compound feed from Delft, which explains the abbreviation UTD. In 1996, production was moved to Deventer and the factory, which once employed 300 people, lost its function.

The old factory was for sale for 5 years, because nobody was interested. Entrepreneur Jan van Eck was tempted to visit by a friend and immediately fell in love with the space. There was a lot of negotiation and on October 15, Jan received the factory as a gift from his wife Krijnie for his 50th birthday. A couple from Maarssen took care of the factory and set it up as an event complex under the name 'DeFabrique'. The starting point was to preserve the historical and industrial character of the location.

Jan and Krijnie saw the old factory with characteristic spaces as a wonderful opportunity to preserve a piece of history and share it with others. The drive to make optimal use of the building and the industrial environment resulted in an event location with a unique appearance and the most modern facilities. Each space has been lovingly restored and tells its own story. That feeling comes across to our guests, every time.

Curious towards the history of each individual room? Look around for signs in the rooms, they tell you their previous purpose.



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Do you already know what you would like to do? Start in one of our starter positions and discover many ways to grow and get to know new people.



do your thing



## Hosts

**Dr. Sara Lusini**  
Host Copraloods



Dr. Sara Lusini originally comes from Italy but she has been living in the Netherlands for about fifteen years. She obtained a PhD in Theoretical Linguistics from Leiden University in 2013, with a specialization in Syntax. Her dissertation focused on the underlying structure of polar questions in Italian dialects and in the world's languages. She has been working at the Department of Computer Science at VU Amsterdam for five years, both as an Education Manager and a Teacher. She has a passion for knowledge transfer and coaching students. She teaches several courses in Research Methodology in the Bachelor's Honours Programme and in the Master Information Sciences. Her interests include both Qualitative and Quantitative research methods, as well as Thesis Design. She has been recently appointed Director of Education for the Department and works closely with the Management Team to ensure the teaching activities run smoothly and receive enough support. In her free time, she enjoys CrossFit classes, dancing, and adventurous travels.



**Rob de Wit**  
Host Perserij

Rob studied information sciences and business informatics in Utrecht. After graduating in 2019, he worked in various data-related roles for a few different companies. Starting as a data analyst, he soon realized he wanted to learn more about the underlying infrastructure and engineering needed for data science and analytics.

Nowadays, he works as a freelance data engineer and occasionally speaks at events in the Python community.

If you want to find out about his CreativIT, ask him about generating new Pokémon with stable diffusion. Outside of work, he loves hiking, photography, and climbing.

Rob was one of the co-organizers of the 2014 edition of SNiC, and he is excited to experience the conference from a different viewpoint this time. His proudest SNiC memory is from DisruptIT in 2017, where he earned a spot in GEWIS's Supremum (50.1):

"You can also grab lunch over there."

- Rob: "Sorry?"

"You can also grab lunch over there."

- Rob: "Ooh! You won't need to tell me that twice!"

Yvonne is a data scientist and strategy consultant who is currently working at Amsterdam UMC. Her current focus is on unlocking datasets from various hospital source systems and combining them into insightful dashboards that help make hospitals better.

If unrestrained, she will keep talking for hours about the importance of a clean, solid data architecture and how to bring healthcare related data insights back to the end user. Her contributions lead to innovative and useful solutions in areas where technology was previously seen as a burden rather than an advantage.

Yvonne holds bachelor degrees in social psychology and information sciences, as well as a masters degree in medical informatics. In her downtime, Yvonne can be found hanging out with her cat 'Doutzen Poes' or inline skating in abandoned parking lots.



**Yvonne van  
der Wal**  
Host Loods 8

# First people, then technology

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# Speakers



For 15 years, Eric de Maar has been the driving force behind leading technical innovation programs for prominent Dutch organizations. His experience extends from the financial sector with De Nederlandsche Bank and Robeco, the energy sector with Eneco and EDSN to the legal sector with the Raad voor de Rechtspraak.

From this versatility, combined with his experience as an entrepreneur at the Utrecht scale-up Dimaros, Eric de Maar shares his perspective on the parallels between creativity and technological progress - and also the crucial contribution that organizations have in this.

When he is not busy innovating, Eric is becoming an avid table football player - he likes to be challenged by a good opponent to play a game!



**Eric de Maar**  
**Creativity and Innovation: The  
Driving Forces of Progress**



# Yehwan Song

Where are we now?

Yehwan is a Korean-born web artist and designer. Yehwan's work centers on finding the discomfort hidden in the excessively comfortable web environments in order to address systemic inequality. The work reveals the inconvenience that users who do not belong to the main user group experience and criticizes the overgeneralization of user groups and the oversimplification of web interfaces that pursue excessive comfort and consistency only. Yehwan creates anti-friendly websites and satirizes web conventions by undermining the general understanding of web design and subverting common user-experience behaviors. She pursues diversity above consistency and efficiency.

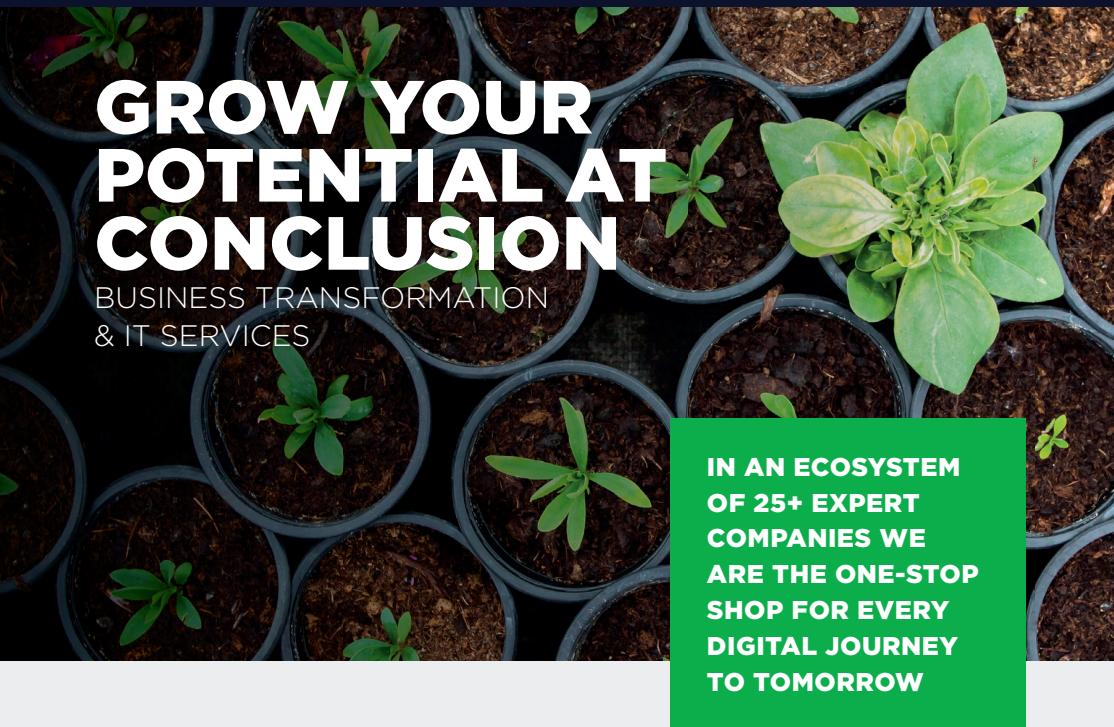
Dr. Sezer Karaoglu is Co-Founder and CTO of 3DUniversum, technology spin-off of UvA providing state-of-the art Artificial Intelligence solutions. Sezer is also a part-time postdoctoral researcher at Computer Vision Lab, UvA. His research area is artificial intelligence with the focus on Computer Vision and Synthetic Media (i.e. Generative AI). He has numerous publications in top-tier Computer Vision Journals and Conferences and regularly joins research and industry conferences as an invited speaker. He is actively involved in media. He passionately combines research and practice of computer vision technologies.

## Dr. Sezer Karaoglu

Truth in times of Fakeness -  
Are we ready to accept the  
full potential of deepfakes aka  
Generative AI?



## CONCLUSION



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# Azamat Omuraliev & Hanna Spanier

ING Mobile Banking: Unveiling  
the Personalized Future



Azamat  
Omuraliev

is a Senior Data Scientist at ING. Cracking the problem of personalization since joining ING in 2020!

Decided to stay on this topic because it's a challenge that requires getting many things right: constructing the right kind of machine

learning model, staying in touch with customers and handling millions of interactions daily. Thanks to that, still learning something new on the job every single day. Originally from Kyrgyzstan, moved to the Netherlands for studies but stayed for friends and for Amsterdam <3.

Hanna is a passionate product owner of a mobile development team with great love and curiosity for technology. For four years at ING, she has strived to create technology that empowers customers and gives them easy control over their finances without fear. She has a mixed background in business, information technology and communications, which allows her to bring cross-functional stakeholders together. Her life motivation is 'Never get too comfortable', which prompted her to switch to the tech industry after a successful career in public relations and her love of living abroad in the Netherlands.

Edwin Jakobs is a computer scientist and visual artist. In 2017 he co-founded RNDR, a studio for interaction design based in The Hague. At RNDR Edwin leads the development of complex interactive media installations and works as visual researcher. Since 2021 he has been teaching coding at the Royal Academy of Arts (KABK). Edwin is also the principal developer of OPENRNDR, an open-source framework for Creative Coding written in the Kotlin language.

A circular portrait of Edwin Jakobs, a man with short dark hair and a beard, wearing a dark t-shirt. He is smiling and looking towards the camera.

**Edwin Jakobs**

Creative Coding as a Practice

## Gina Doekhie

The hunt for cybercriminals,  
how to catch them?!



Gina is a Digital Detective, Public Speaker and Court Expert. She graduated with a double master's from the University of Amsterdam. After her bachelor Artificial Intelligence, she specialized in Forensic Intelligence during her master's degree and started a second master: Forensic Science. After working as a digital forensic investigator at Fox-IT for seven years, Gina now works in the Cybercrime Team of the Dutch Police. She is a cybercrime specialist and is actually fighting cybercrime by catching the cybercriminals. She is also a court expert, where Gina can advise the court of the probative value of digital evidence.

The mission of Gina is to make the online world a little safer by raising awareness for cybercrime and educating how to protect yourself from digital thieves. She does this by taking the stage as a public speaker, for example as a TedX speaker at the TedX-AmsterdamWomen 2019.

In 2020 Gina was chosen as young talent by the Financieel Dagblad. 2018, 2019, 2020 and 2021 Gina was mentioned in the Opzij Top 100 most influential women in the category Top 10 Tech. The year before she was mentioned in "Inspiring Fifty: The Netherlands 2017", the most 50 inspiring women in technology.



## Lucas Jellema

Innovolution – The Constant in IT is Change: How to Make the Most of It

Lucas Jellema, CTO at Conclusion and IT Architect for various customers. Loves to explore and apply in unexpected ways - interesting combinations of - new technologies. As well as finding analogies between patterns in the "real" world and in software and IT architecture. Lucas is a connector- between Business and IT but also between juniors and seniors, laymen and experts and between different communities of experts. He wants to make everyone as enthusiastic as he is himself. Lucas likes to write- blog articles, tutorials, two books, open source code - and enjoys presenting even more. The best way to master a subject is by explaining it to someone else.

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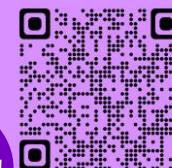
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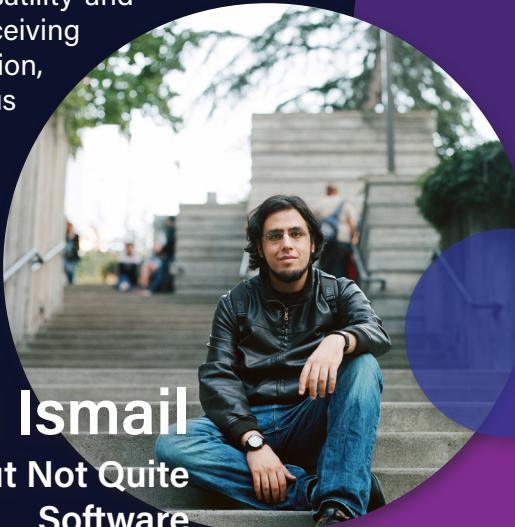
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Rami Ismail is a Dutch-Egyptian independent games & tool developer with over 20 titles across PC, console, web, and mobile. The co-founder of the influential now-retired indie games studio Vlambeer, Rami worked on award-winning and genre-defining games such as Ridiculous Fishing and Nuclear Throne. His development of tools like the industry-standard dopress-kit.com, his prolific & popular public speaking, and highly-regarded consultancy and insights have helped shape industry opportunities for game communities & independent game developers worldwide. Rami continues to advocate the creation of a fairer and more equal industry for developers anywhere through his work at gamedev.world. His versatility and work resulted in him receiving a wide range of recognition, including the prestigious Game Developers Choice Ambassador Award, the IndieCade Gamechanger Award, and a Forbes 30 Under 30 nomination.

## Rami Ismail

Games: Software, But Not Quite Software



## Luba Elliott

### AI Art: From 2015 Till Now



Luba Elliott is a curator and researcher specialising in AI art. She works to educate and engage the broader public about the recent developments in AI art through talks and exhibitions at venues across the art, business and technology spectrum including Impakt Festival, The Serpentine Galleries, arebyte, ZKM, The Leverhulme Centre for the Future of Intelligence, CogX, NeurIPS and ICCV. Her projects include the Unit London exhibition 'The Perfect Error' and the ART-AI Festival in Leicester, UK. She founded the NeurIPS Creativity and Design Workshop and curated the online galleries aiartonline.com and computervisionart.com. She is an Honorary Senior Research Fellow at the UCL Centre for Artificial Intelligence. Prior to that, she worked in start-ups, including the art collector database Larry's List. She obtained her undergraduate degree in Modern Languages at the University of Cambridge.

Meet Mark, a starting IT developer who was a student just 2 years ago. During his first project for the Dutch Railways via Info Support, he gained valuable experience in managing large-scale software systems and the importance of observability for such systems. His journey and its many challenges fuels his passion for this topic.

Tom is a lead software engineer at the Dutch Railways via Info Support. Here, he and his team work on a mission-critical application that ensures trains run every day in the Netherlands. He enthusiastically shares knowledge about Microsoft Azure and .NET, strongly believing in the significance of enjoying work as a driving force for creativity and team motivation. Tom aims to inspire students and showcase how knowledge sharing and job satisfaction can contribute to a successful career in software engineering.



**Mark de Jong &  
Tom van den Berg**  
Unleashing Observability's  
Power in SPITS

Dr. Sam Aaron is the creator of Sonic Pi, an internationally renowned live coding performer, public speaker and science communicator. Sam has a PhD in Computer Science and held a research position at the University of Cambridge Computer Laboratory where he initially developed Sonic Pi.

Sam has been an active community builder for 20 years starting and running the Newcastle and Amsterdam Ruby user groups, Amsterdam Clojure group and more recently the international Sonic Pi community of educators, programmers and artists.

Sam regularly engages audiences of all ages and backgrounds with the creativity of code through keynotes, workshops and performances. He has live coded internationally featuring in the Royal Albert Hall, Berlin Warehouses, Music Festivals, on the BBC and even school assemblies. Sam has received two Google prizes for his Open Source work and The Rolling Stone magazine described his Moogfest performance as "transcending the present".



**Dr. Sam Aaron**  
Code Like a DJ with Sonic Pi

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