Jan Zuiderveld

warana.xyz | jan@warana.xyz | LinkedIn | GitHub | Instagram

I am a researcher, engineer and artist with an academic background counting degrees in Physics, Electrical Engineering, Neuropsychology, Artificial Intelligence and ArtScience. My professional history includes leading a machine learning team specializing in speech-to-intent systems and extended hands-on experience as both a researcher and an engineer in the field of generative AI.

My artistic work has been awarded by Ars Electronica and has been presented internationally, including the USA, China, Canada, Portugal, Germany, England, Qatar, Estonia, Romania, Switzerland, among others.

SELECTED EXPERIENCE

Independent Artist & Researcher
November 2019 – Present
Warana — *Amsterdam, NL*

- In my artistic practice, I embody AI systems in familiar objects, transforming coffee machines, photocopiers, and vintage electronics into entities with distinct personalities. These minimalist installations invite physical, emotional encounters with ordinarily abstract technologies. By blurring boundaries between animate and inanimate, I create participatory experiences where the technological becomes personal and the algorithmic tangible, provoking critical reflection on our evolving relationship with these systems.
- I conduct and openly publish independent research in the field of generative AI, e.g. "Style-Content Disentanglement in Language-Image Pretraining Representations for Zero-Shot Sketch-to-Image Synthesis".

External Expert - AI for Language Education
January 2025 – August 2025
Gluon Education – Taal & AI Project — *Brussels, BE*

- As an external expert for Gluon's "Taal & AI / AI for Language Education" project in Belgian secondary education, I co-developed and delivered workshops that introduced students and teachers to creative uses of generative language models. My contribution focused on hands-on coding exercises and critical reflection on authorship, bias, and the perceived "aliveness" of AI systems in language learning contexts.

Guest Lecturer
September 2023 – December 2023
Royal Conservatoire & Royal Academy of Art — *The Hague, NL*

- As a guest lecturer at the ArtScience Interfaculty, I was invited to share my expertise in the field of large language models (LLMs) for the course "Introduction to Large Language Models" part of "Bootstrapping Computational Arts". My role involved delivering engaging and informative lectures to students, focusing on the fundamentals, applications, and implications of LLMs in various domains.

Head of Machine Learning
February 2019 – July 2022
QV Technologies — *Amsterdam, NL*

- Nominated for the Horecava Innovation Award 2020.
- Participated in the Demonstrator Lab Incubation program at Vrije Universiteit Amsterdam.

Machine Learning Researcher
January 2021 – September 2021
Amsterdam Machine Learning Lab (AMLab) — *Amsterdam, NL*

- Amsterdam Machine Learning Lab (AMLab) conducts research in the area of large scale modelling of complex data sources, directed by M. Welling.

Teaching Assistant
November 2020 – January 2021
University of Amsterdam — *Amsterdam, NL*

- For the Deep Learning course within the UvA's MSc Artificial Intelligence program I served as a teaching assistant, leading small-scale seminars for hands-on learning of advanced deep learning concepts and techniques.

SELECTED EDUCATION

MMus - Master of Music, ArtScience
September 2021 – July 2023
Royal Conservatoire The Hague & Royal Academy of Art

- Thesis: Unraveling Artificial Creativity - Exploring the Creative Potential of Large Language Models

MSc - Master of Science, Artificial Intelligence
September 2018 – July 2021
University of Amsterdam (Cum Laude)

- Thesis: Representing Audio in a Distribution of Continuous Functions
- Prestigious Research Master with a strong focus on the theoretical aspects of machine learning and information theory. Ranked 1st in the Netherlands and top 10 in Europe among Artificial Intelligence departments by QS.

Selected Awards

[Talent Development Grant - Creative Industries Fund NL](#) (2025)

[Prix Ars Electronica Exhibition in Lentos Museum](#) (2024)

[iii Research Residency Award](#) (2023)

[Oral Presentation at NeurIPS, Deep Generative Models and Downstream Applications](#) (2021)

Selected Exhibitions

Life on FACT and Coffee Machine *FACT's Spring 2026 exhibition programme* FACT (Liverpool, UK)	2026
Coffee Machine *Triumph of Galatea. Art in the Age of AI* KUMU Art Museum (Tallinn, EE)	2026
Coffee Machine *New Food* Deutsches Museum Nürnberg (Nürnberg, DE)	2025
Copy Machine / Dream Machine *Artificial vs. Intelligence* The Media Majlis at Northwestern University in Qatar (Doha, QA)	2025
Coffee Machine *Flux Festival* Audrey Irmas Pavilion (Los Angeles, US)	2024
Life on SIGN / Camera + Theater *Respirare* SIGN (Groningen, NL)	2024
Conversations Beyond the Ordinary (Coffee Machine, Copy Machine & Microwave) *Prix Ars Electronica Exhibition* Lentos Museum (Linz, AT)	2024
Coffee Machine *Dutch, More or Less. Contemporary Architecture, Design and Digital* Culture Het Nieuwe Instituut (Rotterdam, NL)	2024-2026
Coffee Machine & Copy Machine *Het Einde* De School (Amsterdam, NL)	2024

Selected Presentations / Courses

Keynote "Perceiving Aliveness in Embodied AI" AI in art Practices and Research Conference, UNATC (Bucharest, RO)	2025
Artificial Physical Intelligence Artificial Intelligence and Digital Art Lab, ShanghaiTech University (Shanghai, CN)	2025
Guest Lecture for Networked Materiality Akademie der Bildenden Künste Nürnberg (Nürnberg, DE)	2025
Guest Lecture for HSLU's Digital Ideation Class Hochschule Luzern (Lucerne, CH)	2025
Artificial Physical Intelligence TU Delft (Delft, NL)	2024
Guest Lecture for Jesse Damiani's class *Art in Postreality* USC Cinematic Arts (Los Angeles, US)	2024

Artificial Physical Intelligence   2024
Ars Electronica (Linz, AT)

Seminar on Neural Network Composability   2024
UNI_VERSE STUDIO (Amsterdam, NL)

Jan Zuiderveld, Coffee Machine and Microwave   2023
Mini Documentary for iii's Research Residency Award

Introduction to Large Language Models, Course for ArtScience Interfaculty   2023
Royal Academy of Art & Royal Conservatoire (The Hague, NL)

Artificial Intelligence - Beyond the Doomsday Scenarios, Back to Reality   2023
Dutch Design Week for Waag Futurelab (Eindhoven, NL)

Towards Lightweight Controllable Audio Synthesis   2021
NeurIPS - Deep Generative Models and Downstream Applications (Vancouver, CA)

SELECTED PUBLICATIONS

Beyond Divergent Creativity: A Human-Based Evaluation of Creativity in Large Language Models [under review]
K. Nakajima, J. Zuiderveld, S. Pezzelle
Style-Content Disentanglement in Language-Image Pretraining Representations for Zero-Shot Sketch-to-Image Synthesis.
J. Zuiderveld
Towards Lightweight Controllable Audio Synthesis using Conditional Implicit Neural Representations.
J. Zuiderveld, M. Federici, E. J. Bekkers