



Sze Yin Kwok



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SUMMARY

Sze Yin Kwok is a postdoctoral fellow at the Department of Strategic Sustainable Development at Blekinge Institute of Technology (BTH), Sweden. She is a design researcher specialising in the links between design, individual consumer behaviour and emerging technologies - particularly in relation to strategic sustainable product/ service development. Yin is interested in questions of how to communicate sustainability among various stakeholders in a value chain; how to create shared values for companies and consumers through sustainable product/ service design; and how to unlock sustainable innovation opportunities enabled by emerging technologies. Before joining BTH in 2017, she has worked as a researcher in Brunel University London (2012-2016), the University of Nottingham (2013), Design and Cultural Studies (Hong Kong) Workshop (2007-2009) and the Chinese University of Hong Kong (2005-2006) .

WORK EXPERIENCE

- 2017 – *present* **Postdoctoral Fellow**
Blekinge Institute of Technology, Karlskrona, Sweden
Department of Strategic Sustainable Development
- 2014 **Lecturer (Hourly Paid)**
Brunel University London, UK
School of Engineering and Design
- 2011 – 2015 **Teaching Assistant (Part time)**
Brunel University London, UK
School of Engineering and Design
- 2013 **PhD Research Intern**
The University of Nottingham, UK
Horizon Digital Economy Research Institute
- 2010 **Product Designer**
Fang Studio Ltd, Hong Kong
- 2007 - 2009 **Researcher**
Design and Cultural Studies Workshop, Hong Kong
- 2006 - 2007 **Book Editor & Designer**
Joint Publishing Company (HK) Ltd, Hong Kong
- 2005 - 2006 **Research Assistant**
The Chinese University of Hong Kong, Hong Kong

AREAS OF EXPERTISE

- Strategic Sustainable Development
- Product Design
- UX/ UI Design
- Design for Sustainable Behaviour
- User Centred Design
- Human Computer Interaction
- Consumer Behaviour

AWARDS

2014: PhD Research Prize for Contribution to Knowledge for Performing Human Centred Design, Human Centred Design Institute, Brunel University London

2013: PhD Research Prize for Best Methodology for Performing Human Centred Design, Human Centred Design Institute, Brunel University London

LANGUAGES

English (*fluent*)
Swedish (*beginner*)
Chinese (*native*)

ADDITIONAL EDUCATION

Graduate Learning & Teaching Programme, Brunel University London

Department of Automation and Computer-Aided Engineering

2008 - 2013

Freelance Illustrator, Graphic Designer and Writer

Publishing in various channels. Including writing a children book on carbon reduction and life cycle assessment published by Innovation and Technology Commission, Hong Kong Government.

EDUCATION

2012 - 2017

Ph.D. in Design Research

Brunel University London, UK

Thesis: Designing Individualisation of Eco Information via a User Centred Design Approach

2010 - 2012

M.Sc. (Merit) in Integrated Product Design

Brunel University London, UK

Dissertation (Distinction): The Practical Value of Eco Design Tool and CAD Software in Lighting Product Design

2002 - 2005

B.Eng. (Hons 2:1) in Innovation and Design Engineering, Minor in Fine Arts

The Chinese University of Hong Kong, Hong Kong

OTHER ENGAGEMENTS AND MEMBERSHIPS

2017 – present

Member, Sustainable Design Special Interest Group (SIG), the Design Society

(<https://www.designsociety.org>)

Participating in two working groups within Sustainable Design SIG - 'Methods and Tools Working Group' and 'Industrial Collaboration Working Group'

2014 – present

Associate Fellow, Higher Education Academy, UK (<https://www.heacademy.ac.uk/>)

PUBLICATIONS

Kwok, S.Y., Hallstedt, S.I. (2018). Towards Strategic Sustainable Product Development: Challenges and Opportunities for Communicating Sustainability in Value Chain. In *Norddesign 2018 Conference*. Linköping, Sweden. 14-17 August 2018. **(Paper abstract accepted)**

Kwok, S.Y., Harrison, D., & Malizia, A. (2017). Designing Individualisation of Eco Information: a Conceptual Framework and Design Toolkit. *International Journal of Sustainable Engineering*, 7038(July), 1–11. <https://doi.org/10.1080/19397038.2017.1348562>

Kwok, S.Y., & Harrison, D. (2015). Design of Individualized Eco Labels Using Social Media. *Proceedings of the 17th International Conference on Human-Computer Interaction with Mobile Devices and Services Adjunct*, 1050–1053. doi:10.1145/2786567.2794328

Kwok, S.Y., Skatova, A., Shipp, V., & Crabtree, A. (2015). The Ethical Challenges of Experience Sampling Using Wearable Cameras. *Proceedings of the 17th International Conference on Human-Computer Interaction with Mobile Devices and Services Adjunct*, 1054–1057. doi:10.1145/2786567.2794325

Kwok, S.Y., Harrison, D., & Qin, S. (2014). Designing an Individualised Eco Information System: a Conceptual Framework. In *19th DMI: Academic Design Management Conference: Design Management in an Era of Disruption*. London.

Kwok, S.Y., Harrison, D., & Qin, S. (2013). Design for Sustainable Behaviour: Proposing a New Eco-feedback Device Based on Augmented Reality Technology. In *Sustainable Innovation 2013: Towards Sustainable Product Design 18th International Conference* (pp. 118–130). Epsom: University for the Creative Arts.

Kwok, S.Y., & Lee, N. (2013). *McMug - How Technologies Reduce Carbon Footprint?* Hong Kong: Innovation and Technology Commission.

Dong, Z., Zhang, G., Luo, Y., Tsang, C.C., Shi, G., Kwok, S.Y., ... Wong, M.Y. (2007). A Calibration Method for MEMS Inertial Sensors Based on Optical Tracking. In *2007 2nd IEEE International Conference on NanoMicro Engineered and Molecular Systems* (pp. 542–547). Ieee. doi:10.1109/NEMS.2007.352077

Luo, Y., Tsang, C. C., Zhang, G., Dong, Z., Shi, G., Kwok, S.Y., ... Wong, M.Y. (2006). An Attitude Compensation Technique for a MEMS Motion Sensor Based Digital Writing Instrument. In *2006 1st IEEE International Conference on NanoMicro Engineered and Molecular Systems* (pp. 909–914). Ieee. doi:10.1109/NEMS.2006.334563

Tsang, C.C., Chow, G.C.T., Leong, P.H.W., Zhang, G., Luo, Y., Dong, Z., Shi, G., Kwok, S.Y., ... Wong, M.Y. (2006). A Novel Real-Time Error Compensation Methodology for μ IMU-based Digital Writing Instrument. In *2006 IEEE International Conference on Robotics and Biomimetics* (pp. 678–681). IEEE. doi:10.1109/ROBIO.2006.340288