Natasha Bajc
Home Interaction Design Lead

www.natashabajc.com   natasha@natashabajc.com   Linkedin.com/natasha.bajc

Dear Samara Team,

I might be a bit unusual applicant, but here is why I believe I should be your top choice: I have a rare multidisciplinary experience in both important components of the design for intelligent spaces

I have **latest technological background** in machine learning, distributed systems and IoT to be able to handle technologically demanding side as well as

lifetime of architectural design experience in academic research and practicing design , supported by affective computing link to understand users, assist and predict their affective appraisal in interactions with the build space itself as well as interactions with imbedded technology.

As distributed systems matured and started to allow more complex support for ambient intelligence my focus in my research both in academia, at UCLA March2 research program as well as at Code Design Studio shifted towards enabling merger of built space and intelligence enabled by distributed systems into a full Cyber Physical environment.

In my online portfolio https://natashabajc.com/airbnb/ please find short presentations for the 3 recent projects:

Menance.AI project for democratizing architectural design using GAN ML algorithms for generation and affective computing appraisal engine that evaluates created spaces on affective components – uncovering a perfect floor plan for the given user

Hotel 2020, project envisioning integrations of technology in hotel environment to remove "the hard stuff" and allow focus on pure hospitality – feeling welcomed generated in our users

Fluid Wine Bar a Cyber-Physical space for entertainment and retail with embedded system to help navigate 2000 + collection of Wine bottles.

I have directed my carrier to develop swiss army knife skills ;-) , aquiring tools to steer in neck breaking speed of technological change, ready to recognize with action, new openings in the business landscape and to stay in the forefront of what is possible. I went deep in development, since I believe that "doing skill", highly surpasses "understanding concept skill", and allows for truly multidimensional approach to problems, and as result offers fuller and true(er) solutions.

I have been admiring AirBnB as thought leaders and you will see that analysis of AirBnB influence on hospitality in my 2012 winning presentation for Radical Innovation in Hospitality award. Joining AirBnB futures research team Samara on a project that explores concepts of CyberPhysical in living spaces seems like a natural progression in my career. I'm ready :-) for the challenge. I believe that I you will see me a highly valuable, bringing of the moment knowledge and still unique perspective on the future of living.

Looking Forward

Natasha Bajc

1 smart homes, augmented living or ambient intelligence depending on which side you are looking from
2 Design documentation for over 150 world class projects from Disneyland Tokyo to Venetian Las Vegas
3 As designer exhibited and rewarded frequently – latest Venice Architectural Biennale 2018 Hong Kong pavilion
4 Emotional evaluation i.e. makes me feel calm and centered or feels constricted too formal
5 Lean management concept assured me that I'm not the only one