

CV

JUSTINA LYDEKAITYTE

Creative, Goal-aiming Engineer

I am passionate about the innovative and emerging ICT technologies and the novel ways of how they can create new multi-dimensional interactions between digitally-enhanced physical objects and humans. My particular interest is in everyday items as product's packages that are in continuous communication with people in every step of the supply chain. The integration of ICT into a package design allows to go beyond the pragmatic aspects of packaging, i.e. preserve and protect, and, in turn, creates new forms of human-packaging interfaces that sparked my research interest.



 CONTACT

justina@btech.au.dk

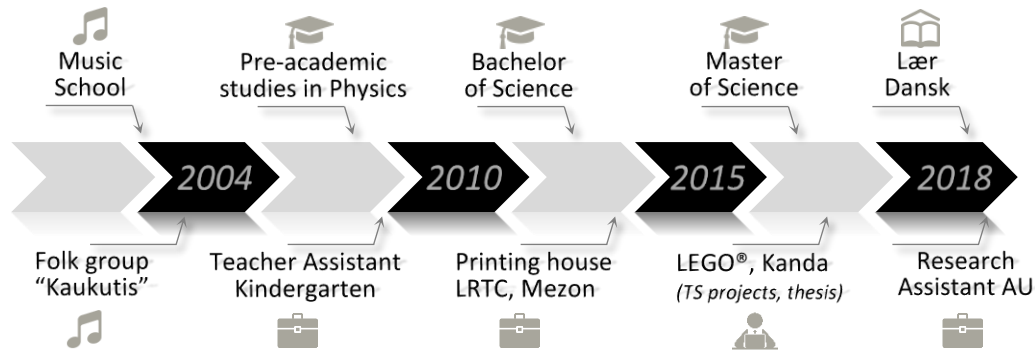
+459193229

linkedin.com/in/
justinalydekaityte

Jernbanegade 4A,

Herning,

TIMELINE:



EDUCATION:

- 2019-now PhD programme in Business Development and Technology (BTECH)**
Aarhus University, Herning, Denmark
- PhD research areas: Smart Interactive Packaging, Cardboard packaging, Human-Computer Interaction, Interaction Design, User Experience, Internet of Things, NFC/RFID, Printed Electronics, Business Model Innovation
- 2019- now Sprogskole "Lærdansk"**
Herning, Denmark
- Currently enrolled in a **DU2** course
- 2015-2018 MSc in Engineering (Technology-based Business Development)**
Aarhus University, Herning, Denmark
- Researches in non-wood cellulose fibers, humidity & cardboard, Augmented Reality
- Carried out projects and final thesis related to Smart Interactive Packaging in LEGO®
- 2010-2014 BSc in Print Engineering**
Kaunas University of Technology, Kaunas, Lithuania
- Knowledge in mass media, printing, publishing, advertising technologies
- Carried out researchers in Augmented Reality, Printed Electronics, Braille dots
- 1998-2004 "Kaunas First Music School", Kaunas, Lithuania**
- Specialization: traditional Lithuanian instrument "Kanklės"

SCIENTIFIC ACTIVITIES (articles, conferences, projects):

- 2019 Conference Paper (Peer Reviewed / Published)**
Tambo, T. & Lydekaityte, J. (2019). Internet of packaging (iop) for consumer experience: a performance management and measurement design case. In PMA Symposium 2019 (pp.1-4), November 18-19, Padua, Italy.
- 2019 Conference Paper (Peer Reviewed / Published)**
Lydekaityte, J. (2019, September). Smart Interactive Packaging as a Cyber-Physical Agent in the Interaction Design Theory: A Novel User Interface. In IFIP Conference on Human-Computer Interaction (pp. 687-695). Springer, Cham.

- 2019 **Conference Paper (Peer Reviewed / Published)**
Lydekaityte, J., & Tambo, T. (2019, August). Technological Capabilities of Printed Electronics: Features, Elements and Potentials for Smart Interactive Packaging. In 2019 Portland International Conference on Management of Engineering and Technology (PICMET) (pp. 1-11). IEEE.
- 2018 **Conference Paper (Peer Reviewed / Published)**
Lydekaityte, J., & Tambo, T. (2018). Business Perspectives of Smart Interactive Packaging: Digital Transformation of Brand's Consumer Engagement. In *Proceedings of the 8th International Conference on the Internet of Things* (pp. 1-4), October 15-18, Santa Barbara, CA, USA. Association for Computing Machinery.
- 2018 **Conference Paper (Peer Reviewed / Under review)**
Lydekaityte, J., & Tambo, T. (2018). Smart Packaging: Definitions, models and packaging as an intermediary between digital and physical retail product management. In *Proceedings of the 7th Nordic Retail Wholesale Conference*, Reykjavik, Iceland. Nordic Retail and Wholesale Association.
- 2018 **Book Chapter (Peer Reviewed / In press)**
Lydekaityte, J., & Tambo, T. (2019). Internet of packaging: Artifactual representation for bridging between digital marketing and physical retailing. In *Encyclopedia of Organizational Knowledge, Administration, and Technologies, 1st Edition*. IGI global.
- 2018 **Conference Paper (Peer Reviewed / In press)**
Lydekaityte, J., & Tambo, T. (2019). Connected stores, connected brands, connected consumers, connected goods: On business model ecosystems in Internet of Packaging. In *Proceedings of 41st Wireless World Research Forum Symposium*, Herning, Denmark. IEEE Vehicular Technology Magazine
- 2018 **Conference Paper (Peer Reviewed / Published)**
Tambo, T., & Lydekaityte, J. (2019). Smart and interactive packaging – on long term studies and technological enablers in retailing of consumer packaged goods (CPG). In *Proceedings of the 28th International Conference of Management of Technology*, 7-11 April, 2019. Mumbai, India.
- 2012 **Conference Paper (Peer Reviewed / Published)**
Kibirškis, E., Venytė, I., Lydekaitytė, J. (2012). Resistance to mechanical effect of Braille dot surface, formed on different materials. In *Proceedings of VII International Scientific-Practical Conference "Book Quality"*, June 6-8, 2012, Lviv, Ukraine, p.144-150.
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- 2011-2014 **Scientific Project "START Students entrepreneurship training in integrated science, studies and business centers (valleys)"**
Kaunas, Klaipėda, Vilnius (Lithuania), Helsinki (Finland)
- Informal entrepreneurship training program (180 hours)
- 2011-2014 **A Member of Student Activity Association**
Department of Graphic Communication Engineering, KTU, Lithuania
- Planning and organizing various academic events, presenting results of researches:
- Presentation** (2011) and **Poster** (2013). Annual Students' Scientific Conference "Modern Technologies of Printing, Multimedia 2011/2013" 2013, Kaunas, Lithuania
- Presentation**. Young Scientist Conference "Industrial Engineering 2014". 8 May 2014, Kaunas, Lithuania
- Presentation**. Science festival and contests: "Spaceship Earth 2014", "Dizmeikeris 2012/2013", "Researchers' Night 2014".

2011-2012 Scientific Project “Promotion of Students’ Scientific Activities”

Initiated by Research Council of Lithuania, Kaunas, Lithuania

- Research thesis: “Investigation of Qualitative Parameters of Braille Formed in Different Kind of Materials”. Results were presented in:

Presentation. International Scientific-Practical Conference “Innovations in Publishing, Printing and Multimedia Technologies 2012”, April 2012, Kaunas, Lithuania

Presentation. Republican Students’ Conference “Products Design and Technologies 2012”. April 2012, Kaunas, Lithuania

ACADEMIC, RESEARCH, AND OTHER ACTIVITIES:

2019 (November) AIPIA World Congress

Held by Active and Intelligent Packaging Association, November 18-19, Amsterdam, Netherlands

- Empirical research for industrial cases of smart interactive packaging applications

2019 (April) IDTechEx Printed Electronics Europe

Held by IDTechEx, April 10-11, Berlin, Germany

- Empirical research for printed electronics technology, capabilities and industrial examples

2018 (October) Printed Electronics Conference

Held by Danish Technological Institute, October 29-30, Copenhagen, Denmark

- Empirical research for printed electronics technology, capabilities and industrial examples

2017 (autumn) Printed Near Field Communication tag Utilization for the LEGO® Porsche Packaging to Enhance Product Functionality and Consumer Experience

Master thesis, Packaging eXperience Team, LEGO®, Billund, DK

Research presented the conceptual NFC technology-driven interactive LEGO® Porsche 911 GT3 RS cardboard packaging improvement based on conducted literature review, empirical data collection and LEGO® Packaging eXperience Team requirements.

2016 (spring) Multi Criteria Decision Analysis of Green Alternative Materials for Paper in a LEGO® Planet Promise Perspective

Company project, R & D Packaging Department, LEGO®, Billund, DK

Research proposed ten best alternative non-wood materials for cardboard packaging based on MCDA with a higher emphasis on physical, chemical and morphological characteristics, commercial and regional availability, and sustainability.

2014 (spring) Augmented Reality Creation Technologies at KTU Regional Science Park

Bachelor thesis, KTU Regional Science Park, Kaunas, Lithuania

Thesis proposed the proof-of-concept prototype of AR-enabled interactive solution for KTU Regional Science Park business cards employing Unity 3D software with Qualcomm Vuforia Unity Extension v2.8 and Autodesk 3ds Max visualisations.

2013 (spring) Printed Electronics Suitability for Traditional Printing Techniques

School project, Department of Graphic Communication Engineering, KTU, Lithuania

Research conducted a comparative analysis among flexography, screen, offset, inkjet and gravure printing techniques based on their feasibility for PE implementation due to characteristics of employed inks, production efficiency, printing substrates, resolution.

1998-2014 Folk group “Kaukutis”

“Kaunas Atžalynas” Secondary School, Kaunas, LT

- Performing folk dances, playing with musical instruments, singing folk songs.

WORK EXPERIENCE:

2019-now **PhD Fellow**

"Aarhus University", Herning, DK

- Teaching areas:

Supply Chain Management and Strategy (GMM, bachelor)

Research Design in Engineering (TBBD, cand.polyt.)

Management of Technology (TBBD, cand.polyt.)

Technology Specialization (TBBD, cand.polyt.)

Technological Business Model Innovation (TBBD, cand.polyt)

2018-2019 **Research assistant**

"Aarhus University", Herning, DK

- Research area: interactive packaging, printed electronics, IoT, augmented reality, consumer experience and engagement

- Writing and publishing scientific articles

2014-2015 **Post-print processes' assistant**

Offset Printing House "Kopa", Manufacture Department, Kaunas, LT

- Working with automatic/semi-automatic binding, sewing, saddlestitching machines

- Folding, punching, binding, packaging, other post-printing processes

- Quality check of final production

2015-2015 **Manager's assistant**

"LRTC", MEZON, Customer Service Department, Kaunas, LT

- Providing recommendations to the head of the department

- Active search of potential customers

- Identifying customers' needs

- Collecting and analysing data

ACHIEVEMENTS:

2014 (May) The **3rd prize award in Young Scientist Exhibition "KTU Technorama 2014"** with the project "Augmented Reality Mobile App for KTU Regional Science Park"

2011-2014 **Awarded Rector's Incentive Scholarship** for academic and scientific activities and exclusive study results

2013 (October) The **2nd place award in the National Business Idea Competition** held by the project "START" with a business idea "Augmented Reality technology implementation in consumer packaging"

2012 (May) Awarded **Maecenas's Scholarship** for exclusive study results and scientific activities

LANGUAGES:

Lithuanian / *Aš puikiai kalbu lietuviškai*

Native language

English / *I speak English very well*

Advanced

Danish / *Jeg taler lidt dansk*

Beginner

Russian / *Я немного говорю по-русски*

Beginner