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# Chris Creed

Chris initially obtained a first-class degree in Computer Science from the University of the West of England (UWE). He then began his career at the University of Birmingham in 2004 where he completed a PhD in Computer Science focusing on the potential for animated avatars to help people improve their dietary habits over extended periods of interaction.

After completing his PhD, Chris continued in academia as a Research Fellow at the University of Birmingham working on a broad range of projects. In particular, Chris' research has examined how people interact with ancient manuscripts on large multi-touch tables, creating interactive visualisations from data collected by military anthropologists (funded by the MoD), and developing a novel semi-autonomous video annotation system for journalists (involving multiple commercial and academic partners across Europe). He has also presented research papers at top international conferences (including CHI and HCI) as well as having his work published in leading HCI journals.

Chris is passionate about interface design, human-computer interaction, and user experience and throughout his career has taught on courses related to these areas (to both graduate and undergraduate students). Chris has also worked as a freelance user experience consultant for a variety of different clients including design agencies, small businesses, and academic institutions.

Chris joined the new £2.4 million ERDF supported West Midlands Digital Cultural Heritage Demonstrator Project in May 2012.

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