



Haya Sheffer is a UKRI AHRC-funded Doctoral researcher artist at the Reading School of Art, UK. She harnesses her knowledge and experience as an industrial and visual communication designer, into her new media art. Her mixed media installations timely address culture's social, technological, and political aspects – including power, control, metanarratives, and biases.

Her immersive digital works are exhibited in solo and group exhibitions in art museums worldwide. She has won prizes and regularly presents at conferences, and publishes papers.

Main Exhibitions

2023 *Self Surveillance*

In a group exhibition, Seventeen Gallery, London. Exhibiting and co-curating

2023 *An Invasive Species*

In Encountering Rome, a group exhibition, BSR, Rome

2023 *131 Greetings*

Reading Station, UK

2022 *The Archive of the Lost Embodied Knowledge*

Exhibition, Bath, UK

2022 *Internal Durée*

Reading Time, a group exhibition at the Jerusalem Design Week, Israel

- 2020 *Internal Durée*
Solo exhibition, CICA Museum, Seoul, Korea
- 2020 *Internal Durée*
In a group exhibition, Kunstram Hase29, EMAF/INIT 2020, Osnabrück, Germany
- 2019 *Breathing Space*
In a group exhibition, The Wilfrid Museum, Israel
- 2019 *Internal Durée*
Tel Aviv, Israel.

Publications

- 2025 *UX Design as a Hooking Tool in Baby-Tracker Apps*
Cybernetic Culture, Lancaster University, UK
- 2025 *UX Design as a Hooking Tool in Baby-Tracker Apps*
Research Institute for Sociotechnical Cyber Security (RISCS)
- 2024 *Humanity Measures Itself: The Archive of the Lost Embodied Knowledge*. Peer reviewed
Holt Journal of Artistic Research, Issue Two: situations
- 2023 *Humanity Measures Itself: Self-measuring and new "Post-Measuring discourse"*. Peer reviewed
Electronic Visualisation of the Arts, BSC
- 2023 *Humanity Measures Itself*. Peer reviewed
Question Journal, Issue 8, Writer and Subject Editor
- 2023 *Measuring Up*
Doctoral Research Highlights 2023, University of Reading
- 2021 *Internal Durée*
Leejin, K. (2020). Into the Clouds: New Media Art 2021

Conference Lectures

- 2025 *UX Design as a Hooking Tool in Baby-Tracker Apps*
Cybernetic Culture Workshop (upcoming)
- 2024 *Technological Invasion into the Home of the Authentic Self*
Swwdtp, Home and Belonging, Research Festival
- 2024 *Gamification in Self-Tracking Applications: A Risky Game*
Henley Business School, University of Reading

2023 *Are We Missing Something? The Blindness and Muteness of the Data*
ISVIS, The Israeli Visualisation Conference

2023 *Delegitimising Lived Experience: From Positivism to Data Visualisation*
The British Society for Phenomenology annual conference

2023 *Humanity Measures Itself: Self-Measuring and New "Post-Measuring Discourse"*
The Computer Art Society, London, at the EVA (Electronic Visualisation of the Arts) conference

2023 *Humanity Measures Itself*
The Centre for Integrative Neuroscience and Neurodynamics (CINN) University of Reading

2022 *Humanity Measures Itself*
SWWDTP, Changes, Research Festival, Exeter

2022 *Data Pollution*
SOL, NYU & Bezalel conference, Hearing Beyond the Staves

2020 *Internal Durée*
CICA New Media Art Conference, Seoul

2019 *The Horror of the Cluttered Space*
The Israeli Graduate Students Conference on Visual Culture and History of Art

Employment

2022-2023 Reading School of Art. Teaching

2007-2019 The Israel Museum, Jerusalem. Art director and Web designer

2007-2021 Haya Sheffer studio, Art and Visual Communication

1992-2001 Head of the design department in Eureka product development agency, Tel Aviv

Honours and Awards

SWW DTP, AHRC, UKRI fund for Doctoral research and studies

America Israel Cultural Foundation, creative excellence grant (Sharett) scholarship.

Tehila & Jacob Brandenburg Scholarship for an Outstanding Young Designer.

Award for excellence in studies, Bezalel Academy of Arts and Design, Jerusalem.

The Musrara Collection project - Ministry of Culture (Israel) Award for Creation.