



Dr Haya Sheffer (PhD) is a research-based artist whose work investigates the social, technological, and political dimensions of contemporary culture. She integrates her background in industrial and visual communication design—developed during the early stages of the digital revolution—into her new media art practice and inquiry. Her mixed-media installations explore issues of power, control, metanarratives, and bias within this context.

Her immersive digital works have been exhibited in solo and group shows in galleries and museums worldwide. She has received awards, regularly presents at international conferences, and publishes papers on art, design, and technology.

Education

- 2025 PhD, Reading School of Art, University of Reading, UK
- 2019 M.Des., Visual Communication, Bezalel Academy of Arts and Design, Jerusalem
- 1991 B.Des., Industrial Design, Bezalel Academy of Arts and Design, Jerusalem

Main Exhibitions

- 2026 *l'original*
TISFF, The International AI-generated films Competition, Tel Aviv (Upcoming)
- 2025 *Humanity Measures Itself*
Solo Exhibition, Reading School of Art, University of Reading, UK
- 2025 *85% Human*
In a Group Exhibition, MEMORY_ALMOST_FULL as part of The Wrong Biennale

- 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) [Link ↗](#)
- 2024 *Humanity Measures Itself: The Archive of the Lost Embodied Knowledge*. Peer reviewed
Holt Journal of Artistic Research, Issue Two: situations [Link ↗](#)
- 2023 *Humanity Measures Itself: Self-measuring and new "Post-Measuring" discourse*. Peer reviewed
Electronic Visualisation of the Arts, BSC [Link ↗](#)
- 2023 *Humanity Measures Itself*. Peer reviewed
Question Journal, Issue 8, Writer and Subject Editor [Link ↗](#)
- 2023 *Measuring Up*
Doctoral Research Highlights 2023, University of Reading
- 2021 *Internal Durée*
Leejin, K. (2020). Into the Clouds: New Media Art 2021 [Link ↗](#)

Conference Lectures

- 2026 From Neurath's Pictorial Language to Self-Tracking Apps: Visual Positivism as a Contemporary Regime
Symbol'26: Neurath@90, Vienna (Upcoming)
- 2025 *UX Design as a Hooking Tool in Baby-Tracker Apps*
Cybernetic Culture Workshop, Lancaster, UK
- 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, UK
- 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, Manchester, UK
- 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, UK
- 2022 *Humanity Measures Itself*
SWWDTP, Changes, Research Festival, Exeter, UK
- 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 Design, Eureka Product Development, 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.