

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

Professional Experience

2026-Present	Artist-member, P8 Cooperative Gallery, Tel Aviv
2026-Present	Lecturer, M.A. in Design, Innovation & Entrepreneurship College of Management, Israel
2024-2025	Visiting Researcher, RISCS: Research Institute for Sociotechnical Cyber Security, UK
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

+972-50-733-5054 www.hayasheffer.com hayasheffer@gmail.com Nov 2026

Main Exhibitions

2027 *Humanity Measures Itself*
Solo Exhibition, The Refrigerator Art Gallery, Tel Aviv (upcoming)

2027 *Dinner, Cage*
In a Group Exhibition, Amiad Art Gallery, Tel Aviv (upcoming)

2027 *85% Human*
In a Group Exhibition, P8 Contemporary Art Gallery, Tel Aviv (upcoming)

2026 *l'original*
TISFF, The International AI-generated films Competition, Tel Aviv

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.

+972-50-733-5054 www.hayasheffer.com hayasheffer@gmail.com

Publications

2026 *Hybrid Human-AI Creativity*, Peer reviewed, Creativity Research Journal (Q1), Routledge / Taylor & Francis Group, Co-author. Link ↗

2026 *Displaced (Lechi Lach)*, Erev Rav (Heb) Link ↗

2026 *Hyakkō: The Anonymous Beauty Beyond Brand and Maker* Portfolio (Heb) Link ↗

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

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

+972-50-733-5054 www.hayasheffer.com hayasheffer@gmail.com Nov 2026

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

Honours and Awards

AHRC Doctoral Studentship (UKRI), SWW DTP. Awarded through national competition; full funding covering tuition fees, stipend, and research and training costs

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.