

Irina Bănoiu

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Vienna, Austria

RESEARCHER AND PHILOSOPHER

Highly motivated junior researcher with a strong background in new media, culture studies, applied ethics and social philosophy. My most recent research investigated the relationship between gender, identity, and gaming experience among male, female and non-binary gamers. My work focuses on LGBTQIA+ representation, digital platforms, and social inequality.

KEY COMPETENCIES

- Interdisciplinary Collaboration
- Digital Media Research
- Fast Learning and Adaptability
- Data Processing and Analysis
- Applied Ethics and Social Philosophy
- Public Speaking and Teaching
- Academic Writing
- Cultural Sensitivity and Diversity
- Project and Self Management

EDUCATION

MA in Media Innovation (cum laude)
Breda University of Applied Sciences

Sep 2023 - Jul 2024

Thesis "Designing Diversity: Exploring the Effects of Gendered Preferences for Design-Oriented Video Game Mechanics and Dynamics on Immersion and Identification"

MA in the Philosophy of Contemporary Challenges
Tilburg University

Aug 2020 - Oct 2021

Thesis "On The Morality Of The Virtual Space: Problems And Solutions"

BA in Moral and Political Philosophy (cum laude)
University of Bucharest

Sep 2017 - Jul 2020

Thesis "A New Philosophical Vindication of the Rights of Artificial Intelligence"

TRAININGS

Teacher Certification

Sep 2017 - Jul 2020

Completed the Teacher Training Program with Didactic Certification Level I, gaining expertise in pedagogical practices, specialty teaching techniques, and foundational aspects of education, preparing me for effective teaching roles in various educational settings. Practiced teaching to high-school students.

EXPERIENCE

Junior Researcher DigiTrans

Jan 2025 - Current

Institute for Advanced Studies Vienna (IHS)

As a member of the Junior Research Group “Digitalization and Social Transformation” at IHS, I am developing my doctoral dissertation project around the relationship between the use of digital platforms and processes of social inequality with a specific emphasis on work, relationships and affect. My responsibilities include:

- Critically assessing the impact of digitalization on work and relationships.
- Participating in research on platforms and marketplaces.
- Analyzing processes of identity building and community formation in the virtual world
- Co-designing and co-writing grant applications.
- Engaging in advanced scientific research and independent policy advice.
- Communicating findings to the scientific community and the public

Media Research and Development

Sep 2023 - Jul 2024

Breda University of Applied Sciences

During my Master's at BUas I had the chance to work on a multitude of media and research projects, including:

- Desk and qualitative research to guide decision making, and created prototypes, visuals, and scripts for TV shows.
- Conducted quantitative research to determine performance of advertisements, analyzed the data using SPSS, presented the results and final decision in the form of an infographic poster and a pitch.
- Identified customers’ problem via mixed methods research, developed a solution using UX design, created an app prototype and tested it with users.
- Identified a target audience and market sector for an app via qualitative research, worked intellectual property, marketing, and consumer behavior.
- Identified a social issue via desk research, conducted a literature review, created hypotheses and a research model, and considered possible limitations and ethical considerations.
- Created a fictional universe for a well-known movie and the concepts for a video game, a TV show, and an alternate reality game (ARG), in that universe, writing scripts and characters arcs, creating visuals, developing mechanics, and ensuring consistency.
- Developed and implement a quantitative thesis proposal, conducted an experiment, analyzed and interpreted the results using SPSS, discussed the results and considered the societal and industry implications of the findings.

PR Vice-president

Oct 2018 - May 2020

PHILOS

- Coordinated and led the Public Relations department and its volunteers for the PHILOS Student Association.

News Editor Intern

Sep 2015 - Jun 2017

Hyperflash

- Conducted in-depth research, attended live events, and collaborated with photographers and reporters to create engaging news stories covering current political, cultural and social affairs.
- Ensured the accuracy, readability, and unbiased nature of news content by meticulously editing colleagues' articles, fact-checking information, and delivering trustworthy stories to the public.

REFERENCE LIST

Oliver Davies

Senior Lecturer of Games and Media at Breda University of Applied Sciences
davies.o@buas.nl
+310610432311

Oliver was my thesis supervisor, my program coordinator for the first half of the year, and my teacher for the course "Media Theory" during my Master in Media Innovation.

Oscar Bastiaens

Senior Lecturer of Ethics and Transmedia at Breda University of Applied Sciences
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Oscar was the second reader of my thesis, my program coordinator for the second half of the year, and my teacher for the course "Media Theory" during my Master in Media Innovation.

Constantin Vică

Vice Dean of the Faculty of Philosophy at the University of Bucharest
constantin.vica@filosofie.unibuc.ro
+40213059727

Constantin was my thesis supervisor, and my teacher for the course "Freedom and Worldviews" during my Bachelor in Moral and Political Philosophy.