SARAH FELDES

TECHNO-ANTHROPOLOGIST

I am a socio-technical chameleon. Driven by curiosity and exploring human-technology relations, I am interested in the intersections, interactional processes, and nuances of the human experience with regard to technologies.

I am a methods nerd. I love to experiment with digital tools and learn about emerging technologies.

Through my combined work experience of 4 years alongside and between my studies, I am trained in project-based work & consultancy, cross-disciplinary collaboration, navigating cultural differences, and international stakeholder communication.

I have gained insight into various industries, ranging from humanitarian work and ESG, to UX, exhibition building, and digital accessibility assessments.

In my career, I aspire to make an impact in society by developing and facilitating inclusive and sustainable (technological) solutions.

Personal Information

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🎂 18.12.1998

Links

in https://www.linkedin.com/in/sarahfeldes/

🐙 https://github.com/Sarah-HCEL

Languages

- German - maternal language
- Danish - bilingual
- English - fluent
- Spanish - B2
- French - B2

IT Competencies

- Python
- Git / GitHub
- Figma
- Gephi
- Office package
- Adobe Creative Suite
- Filmora video editing

Relevant work experience

September 2024 - Present - Kongens Lyngby, Denmark
Research & Teaching Assistant - ECHO Lab - DTU Management
- workshop facilitation - planning, hosting, facilitating exercises, prototyping, documentation, follow-up reports
- project management - stakeholder communication & coordination, time & budget planning, process planning
- quali-quantitative research - data analysis, report writing, data visualization, exercises for public engagement

01.03.2023 - 30.06.2024 - Copenhagen, Denmark
Assistant Research Consultant - Will & Agency ApS
- research design - surveys, user journeys, interviews, mobile ethnography
- analysis - pattern recognition, qualitative insights, slide decks, video editing
- presentation - reporting to partner team, visit clients, discuss insights

01.09.2020 - 01.04.2023 - Copenhagen, Denmark
Costumer Insights Specialist - GetWhy
- UX / UI research - user journeys, interface assessment, interaction analysis
- Data analysis - qualitative insights, quantitative scoring, report writing

01.05.2020 - 01.03.2023 - Herning, Denmark, Uganda, Ghana
Digital Manager - Pesitho ApS
- Project planning & management - scoping, proposal, pitching, funding applications
- outreach & communication - stakeholder involvement, fundraising campaign, conference representation
- digital content creation - website building, blogposts, SoMe, digital media curation & editing

Associations

- Network for applied Anthropologists in Denmark (co-founder & admin)
- DTU Management staff association (board member & secretary)
- Nbro Running

Volunteer Work

- Copenhagen Pride (since 2022)
- CPH:DOX (since 2023)

References

Anders Krisitan Munk
Professor & Head of ECHO Lab, DTU
ankm@dtu.dk

Rikke Kiilerich, PhD.
Co-Supervisor Microsoft
rikkekiilerich@gmail.com

Education

January 2025- Amsterdam, Netherlands
Digital Methods Winter School - University of Amsterdam
Project: "Who's my host? - Chatbots for public engagement"
- LLM's for Internet research
- comparative large language model analysis, sentiment analysis
- design, analysis, visualization & evaluation of AI experiments

September 2022 - June 2024 - Copenhagen, Denmark
MSc. Techno-Anthropology - Aalborg University Copenhagen
Thesis: Opening the Blackbox of Generative AI with Microsoft Copilot
- Collaboration with Microsoft
- Framing & Facilitating Technological Transformation
- Scraping, Python, Data Analysis, Data Visualization
- Emerging Technologies, IoT

November 2022 - February 2024 - Copenhagen, Denmark
KPMG Tech Academy - KPMG
- Generative AI, hyperautomation, smart / personal tech, future tech
- Casework & Case Competition

July 2019 - February 2020 - Lima, Peru
Exchange Semester & Fieldwork - Universidad ESAN
- Entrepreneurship
- Social marketing
- Personal leadership development
- Ethnographic fieldwork

September 2017 - June 2020 - Odense, Denmark
BSc. Market & Management Anthropology - SDU Odense
Thesis: The growing market of Ayahuasca - A hermeneutic approach
- Social Anthropology, Business Anthropology, Ethnographic fieldwork methods
- Management Accounting, Corporate Finance, Macro- & Micro-Economics
- Perspectives on Law & Society, Globalization, Organizations & the State, Introduction to Globalization, Global Consumer Cultures