Pedro Cardoso (PC) is Assistant Professor in the Department of Communication and Art of the University of Aveiro. Previously, he was visiting assistant professor at the Faculty of Fine Arts, University of Porto (2011-2020). He is a research member at Digital Media and Interaction Research Centre (DigiMedia). Pedro Cardoso's work, in the scope of Art, Design, Interaction and Experience, focus on the exploration of poetic and aesthetic processes of games and computer systems. His interests lie in their study as tools for creative thinking and innovation, and critical work for affective experiences and social intervention. He holds a PhD in Art and Design with a specialization in Game Design, an MA in Image Design, and a degree in Communication Design. Pedro Cardoso has been publishing extensively with multimedia artists and designers also supervising several AR PhD projects.