

## **Lluís Marco-Almagro**

Universitat Politècnica de Catalunya, BarcelonaTech



Lluís Marco-Almagro has a degree in industrial engineering and a PhD in statistics. He is currently associate professor at the Department of Statistics of Universitat Politècnica de Catalunya, BarcelonaTech. His main area of research is quality control and improvement, which includes the study of perceived quality, and the use of statistical methods in Kansei Engineering studies (in particular, the application of multivariate analysis and experimental design in Kansei).

During the last years, he has devoted time to study data visualization, in an attempt to provide output coming from statistical tools in a visual and easy to interpret manner. He is also very interested in the combination of qualitative and quantitative approaches to Affective Science, something that necessarily needs a multidisciplinary collaboration.

He is actively collaborating with research groups on Affective Design at the University of Linköping (Sweden) and at the ELISAVA Barcelona School of Design and Engineering (Spain). He has acted as a consultant for many different companies, conducting Kansei Engineering studies for companies developing products such as packaging, food or industrial components. He is the author of more than 60 journal and conference papers, and acts as a reviewer of different international journals.

He is a member of the Kansei Engineering and Emotion Research (KEER) steering committee, and the president of the European Kansei Group (EKG) from 2020 to 2022.