Irina Paraschivoiu

Irina Paraschivoiu is a researcher and entrepreneur working at the intersection of extended reality (XR), urban technology, and human–computer interaction. She is COO of Polycular, an interactive design company creating meaningful experiences with immersive technology. Irina designed, led, and scaled R&D and interdisciplinary projects that blend technology, media, cities, and society. Alongside her work in industry, she contributes to the academic field, publishing on XR's role in public space, co-creation, and citizen engagement.