

MARIAM ASAD

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EDUCATION

UC BERKELEY/TARAAZ Research Scholar/Consultant Supervised by Dr. Niloufar Salehi. Conducting qualitative research to understand the role of counter-narratives as response to Islamophobic online abuse and harassment. Funded by Facebook content policy research award.	June 2020- Present
INDIANA UNIVERSITY-PURDUE UNIVERSITY INDIANAPOLIS Postdoctoral Researcher in Human-Centered Computing Supervised by Dr. Lynn Dombrowski. Supporting NSF-funded research (#1718121) on worker-centered design of information systems and applications.	Oct 2019- April 2020
GEORGIA INSTITUTE OF TECHNOLOGY PhD Candidate in Digital Media, Minor in Urban Studies Advised by Christopher Le Dantec. Areas of research include design research, digital civics, direct democracy, and transformative justice. Foley Scholar Award Winner 2016. Graduated Summer 2019.	2012-2019
GEORGIA INSTITUTE OF TECHNOLOGY MSc in Digital Media Advised by Ian Bogost. Master's thesis titled "Making It Difficult: Modernist Poetry and Game Design." Best Thesis Award.	2009-2011
YORK UNIVERSITY BA (Honours) in English Literature and Communication Studies Thesis advised by Marcus Boon. Graduated summa cum laude.	2005-2009

RESEARCH

Our Muslim Voices, UC Berkeley/Taraaz Qualitative research under Niloufar Salehi.	2020- Present
Participatory Publics Lab, Georgia Tech Civic engagement and design research under Christopher Le Dantec.	2012-2019
Living Cities, Georgia Tech Participatory design project under Christopher Le Dantec.	2016-2017
Cycle Atlanta, Georgia Tech Urban informatics and design research under Christopher Le Dantec.	2012-2016
Mobility Services, Atlanta Regional Commission User experience and urban design research under Landon Reed.	Summer 2015
User Experience Research, Facebook Events product design and user testing under Stephanie Carter.	Summer 2014
Intel Science and Technology Center for Social Computing, Georgia Tech Civic engagement and design research under Carl DiSalvo.	2012-2015
{egg} Emergent Game Group, Georgia Tech Virtual ethnography in Second Life under Celia Pearce.	2009-2011

SKILLS

User experience research and interaction design

Qualitative methods/analysis, paper and digital prototyping, usability testing.

Design research

Ethnographic observation, participatory design, service design, codesign, workshops, interviews, inductive data analysis.

Project management

Setting roles/expectations, schedule/deadline creation, goal/task prioritization, critique and feedback, facilitation, conflict mediation.

Visual design practices

Prototyping, critique, visual branding, web/mobile/print.

Writing

Academic, technical, editorial.

Mentoring

Effective communication, social development, wellness/emotional support.

Community organizing

Member recruitment/management, capacity building, volunteer training.

Software and programming

Photoshop, Illustrator, InDesign, HTML/CSS/jQuery, Linux/Unix command line, PHP, Javascript.

Game design

Rule sets, game mechanics, level design.

City and urban planning

Transportation focus: bicycle planning, infrastructure, advocacy.

PUBLICATIONS

CONFERENCE PROCEEDINGS

- M. Asad.** “Prefigurative Design as a Method for Research Justice.” Proceedings of the ACM on Human-Computer Interaction, vol 3, CSCW Issue. **Honorable Mention (top 5% of all submissions).** 2019
- M. Asad.** “Prefigurative Design as an Alternative Approach to Civic Engagement.” Companion of the 2018 Conference on the Computer Supported Cooperative Work and Social Computing (CSCW). Doctoral consortium. 2018
- M. Asad, C. A. Le Dantec, B. Nielsen, K. Diedrick.** “Creating a Sociotechnical API: Designing City-Scale Community Engagement.” ACM Conference on Human Factors in Computing Systems (CHI) 2017. **Honorable Mention (top 5% of all submissions).** 2017
- M. Asad, C. A. Le Dantec.** “Tap the ‘Make This Public’ Button: A Design-Based Inquiry Into Issue Advocacy and Digital Civics.” ACM Conference on Human Factors in Computing Systems (CHI) 2017. 2017
- M. Asad, C. A. Le Dantec.** “Illegitimate Civic Participation: Supporting Community Activists on the Ground.” Proceedings of the 18th ACM Conference on Computer Supported Cooperative Work (CSCW). 2015. **Honorable Mention (top 5% of all submissions).** 2015
- C. A. Le Dantec, **M. Asad**, A. Misra, K. E. Watkins. “Planning with Crowdsourced Data: Rhetoric and Representation in Transportation Planning.” Proceedings of the 18th ACM Conference on Computer Supported Cooperative Work (CSCW). 2015. 2015
- M. Asad, S. Fox, & C. A. Le Dantec.** “Speculative Activist Technologies.” iConference. 2014. 2014
- M. Asad.** “Meaning Making Through Constraint: Modernist Poetics and Game Design Analysis.” Think Design Play: The fifth international conference of the Digital Research Association (DiGRA). 2011. 2011

PUBLICATIONS	JOURNALS	
	M. Asad, C. A. Le Dantec. "This is Shared Work: Negotiating Commitments in a Social Service Intermediary Organization." <i>Media and Communication</i> , Vol 7, No. 2.	2019
	A. Misra, A. Gooze, K. Watkins, M. Asad, & C. A. Le Dantec. "Crowdsourcing and Its Application to Transportation Planning." <i>Journal of the Transportation Research Board</i> . No. 2414.	2014
	BOOK CHAPTERS	
	C. A. Le Dantec, C. Appleton, M. Asad, R. Rosenberger, K. Watkins. "Advocating Through Data: Community Visibilities in Crowdsourced Cycling Data." <i>Bicycle Justice and Urban Transformation: Biking For All?</i> 2016. Book chapter.	2016
	M. Asad, S. Schoemann. "Designing From Margin to Center: Creating an Inclusive Space for Different Games." <i>Diversifying Barbie and Mortal Kombat</i> . 2016. Book chapter.	2016
	ARTICLES	
	M. Asad, S. Schoemann. "Designing for Civic Events." <i>Interactions</i> . XXII.6, November-December 2015. Article.	2015
	M. Asad, C. A. Le Dantec, C. DiSalvo. "The Prismatic City." <i>Civic Quarterly</i> . Issue 3, Spring 2015. Article.	2015
	PEDAGOGY	Instructor, Principles of Visual Design, Georgia Tech
Practice-oriented undergraduate course based on graphic design and critique.		
Instructor, Introduction to Media Studies, Georgia Tech		Fall 2018
Theory-oriented undergraduate course based on critical analysis and writing.		
Instructor, Principles of Interaction Design, Georgia Tech		Fall 2016
Practice-oriented undergraduate course based on UX, prototyping, and critique.		
Instructor, Principles of Interaction Design, Georgia Tech		Spring 2016
Practice-oriented undergraduate course based on UX, prototyping, and critique.		
Graduate Teaching Assistant, Principles of Interaction Design, Georgia Tech.	Fall 2015	
Under Janet Murray.		
PRESENTATIONS	WORKSHOPS	
	M. Asad, L. Dombrowski, S. Costanza-Chock, S. Erete, C. Harrington. "Academic Accomplices: Practical Strategies for Research Justice." DIS. Workshop organizer.	June 2019
	M. Asad. PhD by Design. Design Research Society. Workshop participant.	June 2018
	M. Asad. Digital Civics Symposium. Malmö University. Workshop participant.	Dec 2017
	S. Fox, M. Asad, K. Lo, L. Dombrowski, J. Dimond, S. Bardzell. "Social Justice, Design, and HCI." CHI. Workshop organizer.	May 2016
	M. Asad. "Design Justice." Allied Media Conference. Workshop participant.	June 2016
	M. Asad. "Punk Games." Different Games. Panel facilitator.	April 2014
	M. Asad. "Speculative Design for Activist Technologies." Allied Media Conference. Workshop organizer.	June 2013

PRESENTATIONS	INVITED TALKS	
	“Facilitating Justice through Design Research.” Design Incubation Colloquium 5.1, DePaul University. Invited speaker.	Oct 2018
	“Queerness in Games as Responses to Techno-Dystopias.” Discrit: Season One, Murmur Media. Invited speaker.	May 2018
	“Revisiting Community Engagement with the Atlanta Community Engagement Playbook.” ULI Atlanta Affordable Housing Taskforce Meeting. With Terica Black Bashir (City of Atlanta) and Nasim Fluker. Invited speaker.	April 2018
	“Prefigurative Design: Exploring an Alternative Model for Civic Engagement.” CDM Research Colloquium, DePaul University. Invited speaker.	Feb 2018
	“Design & Critique.” Guest Lecturer, Infrastructures of Control and Resistance, University of California Santa Cruz. With aphid (Abram Stern).	Spring 2017
	“Prefigurative Design: Foley Scholars Research.” GVU Brown Bag, Georgia Tech. Invited speaker.	Oct 2017
	“Crowdsourcing Preference Data for Transportation Infrastructure.” Global City Teams Challenge. With Torri Martin (City of Atlanta). Invited speaker.	June 2016
	“Prototyping Activism: Building Tools for Radical, Legitimate Civic Engagement.” Communication, Rhetoric, and Digital Media Symposium, North Carolina State University. Invited speaker.	March 2016
	"Games Around the World." Freeplay Online Festival. Online panelist.	April 2015
	Guest Lecturer, Technology and Poverty, Georgia Tech. With Neha Kumar.	Spring 2016
	“In Mixed Company: Organizing for Inclusivity, Resisting Privilege, and Collaborating Through Power.” Indiecade East. With Sarah Schoemann. Invited speaker.	Feb 2015
	“Illegitimate Civic Participation: Supporting Community Activists on the Ground.” UW SIGCHI, University of Washington. Guest lecturer.	Feb 2015
	“The Labors of Inclusivity.” AlterConf Atlanta. With Sarah Schoemann. Invited speaker.	Feb 2015
	“Cycle Atlanta: Pedaling towards an innovative bicycling city.” Georgia Planning Association. With Joshua Mello and Brad Davis. Panelist.	2013
	“Data-Driven Discourse in City Planning.” Symposium on Urban Informatics, Drexel University. Invited speaker.	2013
	“Expanding the Reach of Bicycle Technology.” Bicultures Roadshow Symposium. Invited speaker.	2013
	“Proceduralizing Difficulty: Reflexive Play Practices in Masocore Games.” Society for Cinema and Media Studies (SCMS). Panelist.	2012
	“Performing Texts.” Interacting With Immersive Worlds. Panelist.	2011
	“Suspenseful and Suspended Play in Heavy Rain.” Canadian Game Studies Association. Presenter.	2010
FIELDWORK		
	Atlanta/Fulton County Pre-Arrest Diversion Initiative Social service intermediary organization for criminal justice reform.	2017-2018
	Atlanta Community Engagement Playbook Co-designing and documenting community engagement best practices.	2016-2017
	Rise Up Georgia Grassroots direct action organization for racial and economic justice in Georgia.	2014-2016
	Different Games Collective Annual conference for diversity and inclusivity in videogame communities.	2013-2015
	Occupy Our Homes Atlanta Activist group organizing for housing justice in the metro Atlanta area.	2012-2014
	Cycle Atlanta Smartphone application crowdsourcing cycling trips for city planners.	2012-2016

SERVICE

ACADEMIC

CHI associate papers chair, 2020.
GROUP paper reviewer, 2019.
DIS associate papers chair, 2019.
eCSCW program committee member, 2019.
CHI paper reviewer, 2013-2020.
DIS paper reviewer, 2013-2019.
CSCW paper reviewer, 2013-2018.
DiGRA paper reviewer, 2011-2013.
IndieCade game judge, 2010-2012.

PUBLIC

Murmur Media, 2016-2018

Co-developing events and programming around DIY and ephemeral media.

Sopo Bicycle Cooperative, 2015-2017

Maintaining and running programming for bike repair cooperative.

Georgia Tech Student Graduate Association, 2015-2016

Allocating resources and organizing events as graduate senator, VP of Comms.

Bicycle Infrastructure Improvement Committee, 2013-2016

Developing campus bicycle master plan and road education campaigns.

Different Games Collective, 2013-2015

Co-organizer, sponsorship coordinator, curator, moderator, social media.

AWARDS

2017 Graduate Student Legacy Award award winner for Ivan Allen College.
2017 CHI Honorable Mention for “Creating a Sociotechnical API: Designing City Scale Community Engagement” (top 5% of submissions).
2016 Foley Scholar Award Winner for outstanding research contributions.
2016 Digital Media Outstanding Student Award.
2016 Pacific Standard’s 30 Top Thinkers Under 30. March/April issue.
2015 Foley Scholar Finalist for outstanding research contributions.
2015 CSCW Best Paper Honorable Mention for “Illegitimate Civic Participation: Supporting Community Activists on the Ground.”
2011 Best Thesis Award in 2011 for “Making It Difficult: Modernist Poetry and Game Design.”