

MARIAM ASAD

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EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY

PhD Candidate, Digital Media, 2012–Present

Advisor: Christopher Le Dantec. Areas of research: digital advocacy, social justice, city planning (housing and transportation focus). Foley Scholar 2016. Research projects: Atlanta Community Engagement Playbook, Cycle Atlanta, Speculative Activist Technologies, Digital Advocacy Toolkit. Proposed: Spring 2017; expected graduation: Spring 2019.

GEORGIA INSTITUTE OF TECHNOLOGY

MSc, Digital Media, 2009–2011

Master's Thesis: "Making It Difficult: Modernist Poetry and Game Design;" Best Thesis Award. Advisor: Ian Bogost. Research assistantship: virtual ethnography in Second Life, advised by Celia Pearce.

YORK UNIVERSITY

BA (Honours), 2005–2009

Double major: English Literature, Communications. Summa cum laude.

PUBLICATIONS

- **M. Asad**, C. A. Le Dantec, B. Nielsen, K. Diedrick. "Creating a Sociotechnical API: Designing City-Scale Community Engagement." CHI 2017. Conference Proceedings.
- **M. Asad**, C. A. Le Dantec. "Tap the 'Make This Public' Button: A Design-Based Inquiry Into Issue Advocacy and Digital Civics." CHI 2017. Conference Proceedings.
- C. A. Le Dantec, C. Appleton, **M. Asad**, R. Rosenberger, K. Watkins. "Advocating Through Data: Community Visibilities in Crowdsourced Cycling Data." Bicycle Justice and Urban Transformation: Biking For All? 2016. Book chapter.
- **M. Asad**, S. Schoemann. "Designing From Margin to Center: Creating an Inclusive Space for Different Games." Diversifying Barbie and Mortal Kombat. Forthcoming 2016. Book chapter.
- **M. Asad**, S. Schoemann. "Designing for Civic Events." Interactions. XXII.6, November-December 2015. Article.
- **M. Asad**, C. A. Le Dantec, C. DiSalvo. "The Prismatic City." Civic Quarterly. Issue 3, Spring 2015. Article.
- **M. Asad**, C. A. Le Dantec. "Illegitimate Civic Participation: Supporting Community Activists on the Ground." CSCW (Computer Supported Cooperative Work). 2015. Conference proceedings. Best Paper Honorable Mention.
- C. A. Le Dantec, **M. Asad**. "Planning with Crowdsourced Data: Rhetoric and Representation in Transportation Planning." CSCW (Computer Supported Cooperative Work). 2015. Conference proceedings.
- **M. Asad**, S. Fox, & C. A. Le Dantec. "Speculative Activist Technologies." iConference. 2014. Presenter and proceedings.
- A. Misra, A. Gooze, K. Watkins, **M. Asad**, & C. A. Le Dantec. "Crowdsourcing and Its Application to Transportation Planning." Journal of the Transportation Research Board. No. 2414.
- **M. Asad**. "Meaning Making Through Constraint: Modernist Poetics and Game Design Analysis." Think Design Play: The fifth international conference of the Digital Research Association. 2011. Presentation and proceedings.

PRESENTATIONS

- M. Asad. "Think Local Act Regional: How The Atlanta Community Engagement Playbook is Not Just for Atlanta." Atlanta Regional Commission Quarterly Meeting, September 2018. Invited Speaker.
- M. Asad, T. Black Bashir, N. Fluker. "Revisiting Community Engagement with the Atlanta Community Engagement Playbook." ULI Atlanta Affordable Housing Taskforce Meeting. April 2018. Invited Speaker.
- M. Asad, C. A. Le Dantec, B. Nielsen, K. Diedrick. "Creating a Sociotechnical API: Designing City-Scale Community Engagement." CHI 2017. Panelist.
- M. Asad, C. A. Le Dantec. "Tap the 'Make This Public' Button: A Design-Based Inquiry Into Issue Advocacy and Digital Civics." CHI 2017. Panelist.
- Design Justice Workshop. Allied Media Conference, 2016. Workshop participant.
- M. Asad, S. Bardzell, J. Dimond, L. Dombrowski, S. Fox, K. Lo. "Social Justice, Design, and HCI." CHI 2016. Workshop organizer.
- M. Asad. "Prototyping Activism: Building Tools for Radical, Legitimate Civic Engagement." Communication, Rhetoric, and Digital Media Symposium. North Carolina State University. March 2016. Invited speaker.
- M. Asad, et al. "Games Around the World." Freeplay Online Festival. 2015. Online panelist.
- Different Games. 2015. Co-organizer, fundraiser, arcade curator.
- S. Schoemann, M. Asad. "In Mixed Company: Organizing for Inclusivity, Resisting Privilege, and Collaborating Through Power." Indiecade East. 2015. Co-presenter.
- Different Games. 2014. Co-organizer, panel moderator ("Punk Games"), arcade curator.
- J. Mello, B. Davis, & M. Asad. "Cycle Atlanta: Pedaling towards an innovative bicycling city." Georgia Planning Association. 2013. Panelist.
- M. Asad & C. A. Le Dantec. "Data-Driven Discourse in City Planning." Symposium on Urban Informatics. 2013. Panelist.
- M. Asad. "Expanding the Reach of Bicycle Technology." Bicicultures Roadshow Symposium. 2013. Panelist.
- M. Asad. "Speculative Design for Activist Technologies." Allied Media Conference. 2013. Workshop.
- M. Asad. "Proceduralizing Difficulty: Reflexive Play Practices in Masocore Games." SCMS. 2012. Speaker on "Harder Than You Think: Difficulty and Digital Games" panel.
- M. Asad. "Performing Texts." Interacting With Immersive Worlds. 2011. Panelist.
- M. Asad. "Suspenseful and Suspended Play in Heavy Rain." Canadian Game Studies Association. 2010. Presenter.

EMPLOYMENT

GEORGIA INSTITUTE OF TECHNOLOGY

Researcher, August 2012–Present

Using ethnographic research methods, participatory design methods, and action research to learn various communities' technology practices to support advocacy and activist work.

GEORGIA INSTITUTE OF TECHNOLOGY

Instructor, January 2016–December 2016

Taught two semesters of LMC 3710: Interaction Design and Justice. Emphasis on prototyping skills and usability testing methods. Responsible for syllabus preparation, biweekly classes, and skill training (prototyping, visual design, critique).

GEORGIA INSTITUTE OF TECHNOLOGY

Teaching Assistant, August 2015–December 2015

Taught LMC 6313: Principles of Interaction Design under Professor Janet Murray. Responsible for syllabus preparation, weekly lab lessons, and skill training (HTML, CSS, jQuery, PHP, SQL, prototyping, visual design).

ATLANTA REGIONAL COMMISSION

Mobility Services Intern, May 2015–August 2015

Designing front-end and back-end interfaces for a comprehensive regional transit planner. Assisting with bicycle and pedestrian planning projects.

FACEBOOK

User Experience Research Intern, May 2014–Sept 2014

Designed, led, and produced qualitative research on the Events product.

INTEL

Doctoral Researcher, 2012–2015

Qualitative researcher for Intel Science and Technology Center for Social Computing. Designed digital media interventions for local civic engagement.

MAILCHIMP

Technical Support, 2011–2012

Provided technical support for MailChimp applications via chats and emails.

SERVICE

ATLANTA/FULTON COUNTY PRE-ARREST DIVERSION INITIATIVE

Intern, Technology Consultant, August 2017–Present

In-house technology support. Assisted with internal organizational processes and procedures, hiring processes, and day-to-day operations and logistics.

MURMUR

Staff, Board Member, 2016–2018

Music booking, meeting facilitation. Co-developed events and programming to support organizational mission of DIY and ephemeral media.

RISE UP GEORGIA

Member, Board of Directors, 2014–2017

Worked with Rise Up staff, directors, and membership to allocate resources and influence strategies for grassroots organizing and direct action.

SOPO BICYCLE COOPERATIVE

Board Member, 2015–2017

Committee chair: human resources; communications; volunteer coordinator hiring. Programming: The Link/Refugee Resettlement bike repair workshops.

GEORGIA TECH STUDENT GRADUATE ASSOCIATION

VP of Communications, January 2015–2016

Executive SGA, Senator for School of Literature, Media, and Communication. Managed SGA communications, co-organized graduate events.

BICYCLE INFRASTRUCTURE IMPROVEMENT COMMITTEE

Student member, 2013–2016

Worked with students, faculty, and staff (Facilities, Parking and Transportation, Police) to improve cycling on campus. Projects: campus bicycle master plan, road education campaigns.

DIFFERENT GAMES

Co-organizer, Curator, 2013–2015

Managed sponsorship, promotions, communications, arcade curation, speaker selection, scheduling. Day-of duties included arcade setup, panel moderation, social media support, conflict mediation.

SKILLS

- User experience research and interaction design (qualitative methods/analysis, paper and digital prototyping, usability testing).
- Ethnographic and design research (participant observation, interviews, codesign/participatory design, workshops, qualitative data analysis).
- Project management (setting roles/expectations, schedule/deadline creation, goal/task prioritization, conflict mediation, critique and feedback,).
- Design practices (prototyping, critique, visual branding, web/mobile/print).
- Writing (academic, editorial).
- Community organizing (member recruitment/management, capacity building, volunteer training).
- Knowledgeable in 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).

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.”