

# 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: Cycle Atlanta, Speculative Activist Technologies, Digital Advocacy Toolkit. Proposed: Spring 2017; expected graduation: Winter 2017.

### 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, Communication Studies. Thesis Advisor: Marcus Boon. Graduated summa cum laude; Dean's List.

## 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, 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.
- 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. 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." Bicultures 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.

Teaching 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**

Conducted qualitative research with internal stakeholders on the Events product.

## **INTEL**

### **Doctoral Researcher, 2012 – 2015**

Qualitative researcher within the Intel Science and Technology Center for Social Computing: co-designed digital media interventions for local civic engagement for Cycle Atlanta and Speculative Activist Technologies.

## **MAILCHIMP**

### **Technical Support, 2011 – 2012**

Provided technical support for the MailChimp web application via live chats and emails.

## **SERVICE**

## **MURMUR**

### **Secretary, Board, 2016 – Present**

Current secretary for the board, solely responsible for music booking, co-develops programming and events in physical space to align with organizational mission of DIY philosophy and ephemeral media.

## **RISE UP GEORGIA**

### **Member, Board of Directors, 2014 – 2017**

Confers with Rise Up staff and directors to help allocate resources, shape organizational vision, and influence strategies for grassroots organizing and direct action.

## **SOPO BICYCLE COOPERATIVE**

### **Board Member, 2015 – 2017**

Human Resources committee chair, communications committee chair, volunteer coordinator manager. Planned and executed hiring protocols for volunteer coordinator. Former volunteer for special programming: The Link/Refugee Resettlement Services bike repair workshops.

## **GEORGIA TECH STUDENT GRADUATE ASSOCIATION**

### **VP of Communications, January 2015 – 2016**

Current member of Executive SGA committee, former Senator representing the School of Literature, Media, and Communication. Manages all SGA Communication channels, co-organizes graduate events.

## **BICYCLE INFRASTRUCTURE IMPROVEMENT COMMITTEE**

### **Student member, 2013 – 2016**

Former committee chair from 2013 to Fall 2015. Collaborated with undergraduate/graduate students, faculty, and staff (Facilities, Parking and Transportation, Police) to improve cycling on Georgia Tech campus. Projects include a campus bicycle master plan and education campaigns.

## **DIFFERENT GAMES**

### **Co-organizer, Curator, 2013 – 2015**

Former co-organizer for Different Games 2013 and 2014. Managed sponsorship, speaker selection, scheduling, arcade setup and curation, and panel moderation. Additional duties included social medial support, conflict mediation, and promotions.

## AWARDS

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