

MARIAM ASAD

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EDUCATION

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, justice and equity, city planning (housing and transportation focus). Foley Scholar Award Winner 2016. Expected graduation: Spring 2019.	2012-Present
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

Participatory Publics Lab, Georgia Tech Civic engagement and design research under Christopher Le Dantec.	2012-Present
Living Cities, Georgia Tech Participatory design project under Christopher Le Dantec.	2016-2017
Mobility Services, Atlanta Regional Commission Digital design and 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

PUBLICATIONS

CONFERENCES

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. Conference proceedings. 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. Conference proceedings.	2017
M. Asad, C. A. Le Dantec. "Illegitimate Civic Participation: Supporting Community Activists on the Ground." Proceedings of the 18 th ACM Conference on Computer Supported Cooperative Work (CSCW). 2015. Conference proceedings. 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. Conference proceedings. 2015
- M. Asad**, S. Fox, & C. A. Le Dantec. "Speculative Activist Technologies." iConference. 2014. Conference proceedings. 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. Conference proceedings. 2011

JOURNALS

- M. Asad**, L. Dombrowski, J. Dimond. "Anarchafeminist Approaches to Research Activism." Under review in *Feminist Theory*. Under review 2015
- M. Asad**, C. A. Le Dantec. "This is Shared Work: Negotiating Commitments in a Social Service Intermediary Organization." Accepted in *Media and Communication*, Vol 7, No. 2. Forthcoming
- 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. 2014

BOOK CHAPTERS

- 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. 2016
- M. Asad**, S. Schoemann. "Designing From Margin to Center: Creating an Inclusive Space for Different Games." *Diversifying Barbie and Mortal Kombat*. 2016. Book chapter. 2016

ARTICLES

- M. Asad**, S. Schoemann. "Designing for Civic Events." *Interactions*. XXII.6, November-December 2015. Article. 2015
- M. Asad**, C. A. Le Dantec, C. DiSalvo. "The Prismatic City." *Civic Quarterly*. Issue 3, Spring 2015. Article. 2015

PEDAGOGY

- Instructor, Principles of Visual Design, Georgia Tech** Spring 2019
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.
- Guest Lecturer, Infrastructures of Control and Resistance, University of California Santa Cruz** Spring 2017
With aphid (Abram Stern).
- 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.
- Guest Lecturer, Technology and Poverty, Georgia Tech** Spring 2016
With Neha Kumar.
- Graduate Teaching Assistant, Principles of Interaction Design, Georgia Tech.** Fall 2015
Under Janet Murray.

PRESENTATIONS WORKSHOPS

- 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

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
- "Prefigurative Design: Foley Scholars Research." GVVU 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
- "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 in Atlanta.	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

eCSCW program committee member, 2019.
CHI paper reviewer, 2013-2018.
DIS associate papers chair, 2018.
DIS paper reviewer, 2013-2018.
CSCW paper reviewer, 2013-2017.
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.”

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.

MEMBERSHIPS

Association for Computing Machinery, Student Member.

Design Research Society, Student Member.