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## Academic Employment

Associate Professor, Northwestern University in departments of:

Segal Design Institute (School of Engineering)  
Mechanical Engineering (School of Engineering)  
Communication Studies (School of Communications)  
Electrical Engineering and Computer Science (School of Engineering), by courtesy  
Management & Organizations (School of Management), by courtesy  
Learning Sciences (School of Education & Social Policy), by courtesy

Director, Design Research Cluster, 2015-present  
Faculty Affiliate, Social Interaction and Organizing at Northwestern, 2010-present  
Faculty Associate, Institute for Policy Research, 2015-present  
Allen K. and Johnnie Cordell Breed Junior Professor of Design, 2012-2015  
Faculty Associate, Technology and Social Behavior Program, 2008-present  
Faculty Associate, Technology and Social Behavior Program, 2008-present  
Assistant Professor of Design, 2008-2012  
Founder, Design for America, 2008-present  
Postdoctoral Scholar, Hasso Plattner Institute of Design, Stanford University, 2007-2008

## Education

Ph.D., Management Science & Engineering, Stanford University 2003-2007  
Advisors: Dr. Robert Sutton, Dr. Chip Heath, & Dr. Pamela Hinds

M.S., Joint Program in Product Design, Art and Mechanical Engineering, Stanford University  
Advisors: David Kelley & Rolf Faste, 2001-2003

B.A., Studio Art & Engineering, Dartmouth College, 1994-1998

## Honors and Distinctions

1. Impact Design Hub's 40 under 40, 2016. *Recognized as one of the brightest young minds at work designing for social good.*
2. Founder's Circle, 2016, Winterhouse Symposium on Design Education and Social Change. *Recognized by Winterhouse Institute for critical role in founding the Symposium.*
3. Charles Deering McCormick Professor of Teaching Excellence Award, 2016. *Chosen for outstanding performance in classroom teaching and development of significant innovations*

- that have influenced the methods and teaching effectiveness of other faculty and significant curricular enhancements to undergraduate education at Northwestern.*
4. Digital Learning Fellow, 2016. *Chosen for efforts to enhance teaching and learning at Northwestern.*
  5. Elizabeth Hurlock Beckman Award, 2015. *Chosen for inspiring former students to create organizations which demonstrably confer benefits on the community at large.*
  6. Association for Student Government Academic Honor Roll at Northwestern University, 2014  
*Voted by the Northwestern student body for consistently and excitedly enriching the student experience*
  7. Grace Hopper Celebration Scholarship, 2014  
*Selected by the Grace Hopper Women in Computing Celebration Committee as a model faculty in computing at the Celebration*
  8. Core 77 Design Awards: Professional Runner Up: Best Education Initiative, 2014  
*Design for America Process Guide selected for its iterative development and field tested curriculum for novice designers.*
  9. IEEE's Computer Science and Engineering Undergraduate Teaching Award, 2014  
*Chosen for Design for America, her paradigm shifting extracurricular design initiative that fosters interdisciplinary collaboration and learning*
  10. Crain's 40 under 40 List of Chicago's Next Generation of Leaders, 2013  
*Chosen by Crain's Businessweek as 1 of 40 innovators at the top of their field under 40*
  11. Ashoka U-Cordes Innovation Award, 2013  
*Recognized by Ashoka U for high impact and highly replicable education innovation*
  12. Public Interest Design Top 100 People, 2012  
*Acknowledged by Public Internet Design blog as one of 100 advocates, communicators, funders, makers, and others shaping our world*
  13. Allen K. and Johnnie Cordell Breed Junior Chair in Design, 2012 – 2015  
*Appointed as an Endowed Chair in Design in the McCormick School of Engineering and Applied Science*
  14. OpEd Project's Public Voices Thought Leadership Fellow, 2012 – 2013  
*Selected as one of twenty faculty at Northwestern University to dramatically increase the public impact of our nation's top underrepresented thinkers, and to ensure our ideas help shape the important conversations of our age.*
  15. Core 77 Notable Professional Award for Design for Social Impact, 2012  
*Design for America recognized for excellence in design for social impact building cohorts, infrastructure, and tools*
  16. Searle Teaching Fellow at Northwestern University, 2009  
*Nominated by Department Chair for her potential to contribute to teaching and scholarship at Northwestern*
  17. Centennial Teaching Assistant Award at Stanford University, 2007  
*Nominated by the School of Engineering and recognized for outstanding contributions to teaching in the Schools of Humanities and Sciences, Earth Sciences, and Engineering at Stanford University*

## **Institution Building**

1. External Academic Advisory Council, University of California, Berkeley Jacobs Institute of Design, 2017-present
2. Design for America, **2007-present**

*Co-founded Design for America with three students. Designed and implemented strategic direction, development, and operations for national network of 38 university chapters, thousands of project partners, project mentors.*

3. **Design for Northwestern, 2015-present**

*Established strategic direction and implementation plan for exposing design to 7 colleges across the University. Designed and led San Francisco Innovation Immersion Program.*

4. **Stanford's Hasso Plattner Institute of Design ("the d.school"), 2002-2008**

*Established the business and design initiative with Prof. Bob Sutton and IDEO partner Diego Rodriguez. Co-developed first executive education program, doctoral student program, and research initiatives.*

5. **Sontag's Center for Creativity at The Claremont Colleges ("The Hive"), 2014-2016**

*Led Claremont College presidents, faculty, and funders through strategic planning process for interdisciplinary creativity center across 5 colleges.*

### Conference Proceedings (Long Papers)

*In Social Computing, as within Computer Science more generally, the top publications are in archival conference proceedings, such as the Association for Computing Machinery's (ACM) CHI or CSCW proceedings. These are peer-reviewed venues, with multi-stage revision processes and low acceptance rates (CHI's acceptance rate ranges from 15-25% and CSCW ranges from 18-28%, before the recent introduction of the multi-stage revise and revision process). Conference proceedings rival top journals in the field in their selectivity, citations, and influence. Thus, within the field of HCI, CHI and CSCW proceedings are considered on par with publications in a top journal such as Human Computer Interaction (with Impact Factor of 3.7 in 2015). Further, while I define the larger research agenda, I strongly encourage my students to be first author on our collaborative papers to prepare them for independent research.*

1. Hui, J., Gergle, D., & Gerber, E., IntroAssist: A Tool to Support Introductory Writing Requests, *Proceedings of Computer Supported Cooperative Work*, ACM Press, 2018
2. Foong, E., Gergle, D., & Gerber, E. Novice and Expert Sensemaking of Crowdsourced Feedback, *Proceedings of Computer Supported Cooperative Work*, ACM Press, 2018.
3. Krause, M., Gerber, E., Bailey, B., & Dow, S., Critique Style Guide: Improving Crowdsourced Design Feedback with a Natural Language Model, *Proceedings of Computer Human Interaction*, ACM Press, 2017.
4. Wauck, H., Yen, Y., Fu, W., Gerber, E., Dow, S., & Bailey, B. From in the Class or in the Wild? Peers Provide Better Design Feedback Than External Crowds, *Proceedings of Computer Human Interaction*, ACM Press, 2017.
5. Foong, E., Dow, S., Bailey, B., & Gerber, E. Online Feedback Exchange: A Framework for Understanding the Socio-Psychological Factors, *Proceedings of Computer Human Interaction*, ACM Press, 2017.
6. Hui, J., & Gerber, E., Developing Makerspaces as Sites of Entrepreneurship. In *Proceedings of Computer Supported Cooperative Work*, ACM Press, 2017.
7. Kim, Y., Shaw, A., Zhang, H. & Gerber, E., Understanding Trust amid Delays in Crowdfunding. In *Proceedings of Computer Supported Cooperative Work*, ACM Press, 2017.
8. Zhang, H., Maliakal, L., Rees-Lewis, D., Easterday, M., & Gerber, E., Agile Research Studios: Orchestrating Communities of Practice to Advance Research Training. In *Proceedings of Computer Supported Cooperative Work*, ACM Press, 2017.
9. Kim, Y., Harburg, E., Azria, S., Shaw, A., Gerber, E., Gergle, D., & Zhang, H. Studying the Effects of Task Notification Policies on Participation and Outcomes in On-the-go

- Crowdsourcing, In *Proceedings of Human Computation and Crowdsourcing*, AAAI Press, 2016.
10. Yen, Y., Dow, S., Gerber, E., & Bailey, S. Social Network, Web Forum, or Task Market? Comparing Different Crowd Genres For Design Feedback Exchange. In *Proceedings of Design of Interactive Systems*, ACM Press, 2016.
  11. Smirnov, N., Rees-Lewis, D., Easterday, M., & Gerber, E. The Benefits of SINs: Scaling Studio-Based Learning through Social Innovation Networks. In *Proceedings of International Conference on Learning Sciences*, 2016.
  12. Hui, J., Jue, R., Glenn, A., Gerber, E., & Dow, S. Using Anonymity and Communal Efforts to Improve Quality of Crowdsourced Feedback. In *Proceedings of Human Computation and Crowdsourcing*, AAAI Press, 2015
  13. Greenberg, M., Gerber, E., and Easterday, M. Critiki: A Scaffolded Approach to Gathering Design Feedback from Paid Crowdworkers. In *Proceedings of Creativity and Cognition*, ACM Press, 2015
  14. Rees Lewis, D., Harburg, E., Easterday, M., & Gerber, E. Building Help-seeking Tools for Novice Designers. In *Proceedings of Creativity and Cognition*, ACM Press, 2015
  15. Hui, J., and Gerber, E. Crowdfunding for Science: Sharing Research with an Extended Audience. In *Proceedings of Computer Supported Cooperative Work*, ACM Press, 2015
  16. Harburg, E., Hui, J., G, Greenberg, M., & Gerber, E., Understanding the Effects of Crowdfunding on Entrepreneurial Self-Efficacy. In *Proceedings of Computer Supported Cooperative Work*, ACM Press, 2015
  17. Hui, J., Gerber, E., & Dow, S. Crowd-Based Design Activities: Helping Students to Access Users Online. In *Proceedings of Designing Interactive Systems*, ACM Press, 2014
  18. Easterday, M. Rees Lewis, D., Fitzpatrick, C., & Gerber, E. Computer Supported Novice Group Critique. In *Proceedings of Design of Interactive Systems*, ACM Press, 2014
  19. Easterday, M., Rees Lewis, D., & Gerber, E. The Phases of Design Based Research. in *Proceedings of the International Conference on Learning Sciences*, ISLS Press, 2014
  20. Dontcheva, M., Brandt, J., Morris, R., & Gerber, E. Combining Crowdsourcing and Learning to Improve Engagement and Performance. in *Proceedings of Computer Human Interaction*, ACM Press, 2014
  21. Greenberg, M. & Gerber, E. Learning to Fail: Experiencing Public Failure Online Through Crowdfunding. in *Proceedings of Computer Human Interaction*, ACM Press, 2014
  22. Miller, R., Zhang, H., Gilbert, E., & Gerber, E. Pair Research: Matching People for Collaboration, Learning, and Productivity. in *Proceedings of Computer Supported Cooperative Work*, ACM Press, 2014
  23. Hui, J., Greenberg, M, & Gerber, E. Understanding the Role of Community in Crowdfunding Work. in *Proceedings of Computer Supported Cooperative Work*, ACM Press, 2014 (**\*Best Paper Honorable Mention**)
  24. Morris, R. Dontcheva, M., Finkelstein, A., & Gerber, E. Affect and Creative Performance on Crowdsourcing Platforms. in *Proceedings of Affective Computing and Intelligent Interaction Conference*, IEEE Press, 2013
  25. Dow, S., Gerber, E., & Wong, A. A Pilot Study of Using Crowds in the Classroom. in *Proceedings of Computer Human Interaction*, ACM Press, 2013
  26. Kittur, N., Bernstein, M., Nickerson, J., Gerber, E., Shaw, A., Lease, M., Zimmerman, J., & Horton, J. The Future of Crowd Work. in *Proceedings of Computer Supported Cooperative Work*, ACM Press, 2013

27. Gerber, E. Tech Break Ups: A Research Tool for Understanding People's Attachment to Their Technology. in *Proceedings of Creativity and Cognition*, ACM Press, 2011
28. Gerber, E. The Psychological Experience of User Observation. in *Proceedings of the International Conference on Engineering Design*, 2011
29. Lewis, S., Dontcheva, M., & Gerber, E. Affective Computational Priming and Creativity. in *Proceedings of Computer Human Interaction*, ACM Press, 2011
30. Gerber, E. Using Improvisation To Enhance the Effectiveness of Brainstorming. in *Proceedings of Computer Human Interaction*, ACM Press, 2009
31. Gerber, E. Improvisation Principles and Techniques for Design. in *Proceedings of Computer Human Interaction*, ACM Press, 2007
32. Gerber, E., Relations in Design Thinking: A Case Study of a Social Network. in *Proceedings of the Academy of Management, Technology and Innovation, Management Division*, 2006 **(\*Best Paper Award Nomination)**

### Conference Proceedings (Short Papers), Selected

1. Carberry, A., Gerber, E., Martin, C. Measuring Innovation Self-Efficacy, *Proceeding of Harvey Mudd Design Workshop*, 2017.
2. Roldan, W., Hui, J., & Gerber, E., University Makerspaces: Opportunities to Support Equitable Participation for Women in Engineering, *Proceeding of Harvey Mudd Design Workshop*, 2017.
3. Porter, E., Bopp, C., Gerber, E., & Volda, A. Reappropriating Hackathons: The Production Work of the CHI4Good Day of Service, *Proceedings of Computer Human Interaction*, ACM Press, 2017
4. Easterday, M. W., Rees Lewis, D., & Gerber, E. M. The theoretical products of design research. In the 11th International Conference on Computer-Supported Collaborative Learning, June 7-11, Göteborg, Switzerland, 2015
5. Easterday, M. W., Rees Lewis, D., & Gerber, E. M. Crowdsourcing Critique. In CSCL Crowd 2015, a Workshop at the 11th International Conference on Computer-Supported Collaborative Learning, June 7-11. Göteborg, Switzerland, 2015
6. Rees-Lewis, D., Gerber, E., & Easterday, M. Supporting Project Scoping: The Scoping Wheel, in *Proceedings of Harvey Mudd Design Workshop IX*, 2015
7. Gerber, E., & Easterday, M. Social Innovation Networks: Process, Model, and Outcomes, in *Proceedings of Harvey Mudd Design Workshop IX*, 2015
8. Hui, J., Gerber, E., and Gergle, D. Understanding and Leveraging Social Networks for Crowdfunding: Opportunities and Challenges. in *Proceedings of Designing Interactive Systems*, ACM Press, 2014
9. Bao, P., Gerber, E., Gergle, D., and Hoffman D. Momentum: Getting and Staying on Topic During a Brainstorm. in *Proceedings of Computer Human Interaction*, ACM Press, 2010
10. Chung, H. and Gerber, E., Emotional-Storyboarding: A Participatory Method for Emotional Designing for Children in *Proceedings of the International Conference on Design & Emotion*, Design and Emotion Society, 2010

### Journal Publications

1. Carberry, A., & Gerber, E., Martin, C. Developing a Measure of Innovation Self-Efficacy, *International Journal of Engineering Education*, 2018
2. Roldan, W., Hui, J., & Gerber, E. University Makerspaces: Opportunities to Support Equitable Participation for Women in Engineering, *International Journal of Engineering Education*, 2018
3. Carlson, S, Rees-Lewis, D., Easterday, M., & Gerber, E. Challenges of peer instruction in an undergraduate student-led learning community: bi-directional diffusion as a crucial instructional process." *Instructional Science* (forthcoming)
4. Smirnov, N., Easterday, E., & Gerber, E., Infrastructuring distributed studio networks: A case study and design principles. *Journal of Learning Sciences*, 2018
5. Easterday, M., Gerber, E., & Rees-Lewis, D., Social Innovation Networks: A New Approach to Social Design Education and Impact, *Design Issues*, 2018
6. Rees Lewis, D., Easterday, M., W., Riesbeck, C., Harburg, E., Gerber, E. Overcoming Barriers Between Volunteer Professionals Advising Project-Based Learning Teams with Regulation Tools, *The British Journal of Educational Technology*, 2017
7. Easterday, M. W., Rees Lewis, D., & Gerber, E. M., Designing Crowdcritique systems for Formative Feedback. *International Journal of Artificial Intelligence in Education*, 2016
8. Easterday, M. W., Rees Lewis, D., & Gerber, E. M. The Logic of the Theoretical and Practical Products of Design Research. *Australasian Journal of Educational Technology*, 2016
9. Gerber, E., and Hui, J. Crowdfunding: Motivations and Deterrents for Participation. *Transactions on Computer-Human Interaction*, Vol. 20 (6), 2013
10. Gerber, E. and Carroll, M. The Psychological Experience of Prototyping. *Design Studies*, Vol. 33 (1), 2012
11. Leonardi, P. Beyene, T. and Gerber, E. How Managers Use Multiple Media: Discrepant Events, Power, and Timing in Redundant Communication. *Organization Science*, Vol. 23 (1), 2012
12. Gerber, E., Olson, J., and Komarek, R. Extracurricular Design-Based Learning: Preparing Students for Careers in Innovation. *International Journal of Engineering Education*, Vol. 28 (2), 2012
13. Gerber, E. and Kennedy, C. Supporting Creativity in Web-Based Services. *International Journal of Design*, Vol. 16 (1), 2012
14. Gerber, E., McKenna, A., Hirsch, P. and Yarnoff, C. Learning to Waste – Wasting to Learn? How to Use Cradle-to-Cradle Principles to Improve the Teaching of Design. *International Journal of Engineering Education*, Vol. 26 (2), 2010

### Trade Publications

1. Gerber, E. Design for America: Organizing for Civic Innovation. *ACM Interactions*, ACM Press, 2014
2. Shaw, A., Zhang, H., Monroy-Hernandez, A., Munson, S., Hill, B., Gerber, E., Kinnaird, P., and Minder, P. Computer Supported Cooperative Action. *ACM Interactions*, ACM Press, 2014
3. Morris, R., Dontcheva, M., and Gerber, E. Priming for Better Performance in Micro-Task Crowdsourcing Environments. *IEEE Internet Computing*, IEEE Press, 2012

### Popular Publications

1. Gerber, E., 4 Essential Mindsets to Design Thinking, Huffington Post, 2017
2. Gerber, E., Hackathons: 6 Alternative Outcomes, Huffington Post, 2017
3. Gerber, E. How to Make Your Company A Talent Magnet for Millennials, Medium, 2016

4. Gerber, E. Engineers Should be Taught to Fight, Medium, 2016
5. Gerber, E. & Thomas, A., How Language Influences Who Innovates, Huffington Post, 2016
6. Rodriguez, D. and Gerber, E. Creativity at Work, LinkedIn, 2014 (8,459 views)
7. Gerber, E., What Entrepreneurs can learn from the Olympic Snowflake, Wall Street Journal, 2014
8. Gerber, E. STEM Students Must Be Taught to Fail, US News and World Report, 2013
9. Gerber, E. Does Crowdfunding Failing Some of the Most Promising Entrepreneurs, Huffington Post, 2013
10. Gerber, E. Why Do People Give to Crowdfunding Sites, NPR Marketplace, 2013 (48,638 views)
11. Gerber, E. 4 Daily Habits of Game Changing Social Innovators, Forbes.com, 2013 (9,524 views)
12. Gerber, E., Insights Per Minute: Liz Gerber on Feedback, Design Observer, 2013 (1,700 views)
13. Gerber, E., Trifecta of Feedback, Design Observer, 2013
14. Gerber, E. Innovation Self-Efficacy: Fostering Beliefs in Our Ability Through and By Design, Core77, 2011

### Book Chapters

1. Gerber, E. & Fu, F. Improv for Designers. *Funology 2: From Usability to Enjoyment*, Blythe, M. & Monk, A., Editors, Springer (to appear)
2. Gerber, E. Leap Dialogues, Art Center College of Design, 2015
3. Gerber, E., & Hui, J. Crowdfunding: How and why people participate. *International Perspectives on Crowdfunding: Positive, Normative, and Critical Theory*. Meric, J. Editor, Emerald Group Publishing Press, London, United Kingdom, 2016
4. Gerber, E. Using Improvisation to Enhance Brainstorming Sessions. *Rotman on Design*, Martin, R., and Christensen, K. Co-Editors, University of Toronto Press, Toronto, Canada, 2013

### Organized Workshops

1. Pe-Than, E., Gerber, E., Fiore-Gartland, B. Moser, A., Herbsled, J., Nolte, A., Chapman, B., Wilkins-Diehr, N. The 2nd Workshop on Hacking and Making at Time-Bounded Events: Current Trends and Next Steps in Research and Event Design, *ACM Conference on Human Computer Interaction*, Montreal, 2018
2. O'Keefe, A., Hoffman, K., & Gerber, E. Mockups and Round Robin Feedback: Iterating Through Critique, *Venture Well Open Conference*, Portland, OR, 2016
3. Teevan, J., Shamsi, I., Cai, C., Bigham, J., Bernstein, M., Gerber, E., Productivity Decomposed: Getting Big Things Done with Little Microtasks, *ACM Conference on Human Computer Interaction*, San Jose, CA, 2016
4. Kim, J., Laseki, W., Siangliulue, P., Zhang, H. and Gerber, E. Human Computation Crowdcamp. *AAAI Conference on Human Computation and Crowdsourcing*, Pittsburgh, PA, 2014
5. Carletti, L., Coughlan, T., Christensen, J., Gerber, E., Giannachi, G., Schutt, S., Sinker, R., Denner dos Santos, C. Structures for Knowledge: Co-Creations Between Organisations and the Public. *ACM Conference on Computer Supported Cooperative Work*, Baltimore, MD, 2014
6. Andre, P., Bingham, J., Chilton, L., Dontcheva, M., Gerber, E., and Gilbert, E. CrowdCamp: Rapidly Iterating Crowd Ideas. *ACM Conference on Computer Supported Cooperative Work*, San Antonio, TX, 2013
7. Andre, P., Bernstein, M., Dontcheva, M., Gerber, E. Kittur, N., and Miller, R. Collective Intelligence Crowdcamp. *ACM Conference on Computer Human Interaction*, Austin, TX, 2012

## Organized Panels

1. Gerber, E., Muller, M., Wash, R., Irani, L., Churchill, E., and Williams, A. Crowdfunding: An Emerging Field of Research. *ACM Conference on Computer Human Interaction*, Toronto, Canada, 2014
2. Jain, A., Kam, M., Best, M., Gerber, E., and Luk, R. Can you do good and do well? Exploring HCI Careers for Societal Impact. *ACM Conference on Computer Human Interaction*, Toronto, Canada, 2014
3. Bernstein, M., Bright, M., Cutrell, E., Dow, S., Gerber, E., Jain, A., and Kulkarni, A. Micro-volunteering: Helping the Helpers in Development. *ACM Conference on Computer Supported Cooperative Work*, Baltimore, MD, 2013

## Invited Talks

1. "Building an Impactful Research Program," Jacobs Foundation, Germany (forthcoming)
2. "Building an Innovation Program," Brown and the Innovation Economy, Brown University, Providence, RI, 2017
3. "Scaling Up Innovation," Jones Seminar Series, Dartmouth College, Hanover, NH, 2017
4. "Scaling Up Innovation Through Collective Innovation," School of Education, Stanford, CA, 2017
5. "The Future of Collective Innovation," Creative Technology Lab, Adobe Research, San Francisco, CA, 2017
6. "The Future of Collective Innovation," Mechanical Engineering, University of California, Berkeley, CA, 2017
7. "The Future of Collective Innovation," University of California, Santa Cruz, CA, 2017
8. "Understanding Brainstorming" Graduate School of Business, Stanford University, Stanford, CA, 2017
9. "The Future of Collective Innovation, University of Washington, Seattle, WA, 2016
10. "Open Creativity and Design," Design 3.0, Kaist ID Daejeon, South Korea, 2016
11. "Empowering all of us, for all of us," Smith College, MA, 2016
12. "The Future of Collective Innovation," Berkeley Institute of Design, Berkeley, CA
13. "The Future of Collective Innovation," John Seeley Brown Symposium, School of Information, University of Michigan, Ann Arbor, MI, 2016
14. "The Future of Collective Innovation," Open and User Innovation Conference, Harvard Business School, Cambridge, MA, 2016
15. "The Future of Collective Innovation," Collective Intelligence, New York, NY, 2016
16. "The Future of Collective Innovation," Northwestern's Institute for Policy Research, Evanston, IL, 2016
17. "Return on Innovation," Sandbox, MIT, Cambridge, MA 2016
18. "Organizations and Technology to Empower Collective Innovation," CSCW at Scale, School of Information, University of Michigan, 2016
19. "Learning and Assessment," Northwestern University, Evanston, IL 2015
20. "Organizations and Technology to Empower Collective Innovation," NYU Stern Business School, NYC, 2015
21. "Social Impact in Higher Education," Net Impact, Seattle, WA, 2015



22. "Best Practices for Academic Maker Spaces," Venture Well, Open Conference, Washington, DC, 2015
23. "Research Based Program Assessment: Measuring Innovation Self Efficacy," Venture Well, Open Conference, Washington, DC, 2015
24. "Human Centered Innovation," Dartmouth College, Hanover, NH, 2015
25. "Do-it-Together: Opportunities and Challenges for Collective Innovation," Cornell University, Ithaca, NY, 2014
26. "Organizations and Technology to Empower Collective Innovation," DUB, Human Centered Design and Engineering, University of Washington, Seattle, WA, 2014
27. "Crowds, Computers, and Creativity: The Future of Design," University of California, Berkeley Design Institute, Berkeley, CA, 2014
28. "Crowdfunding Creative Work," Art Institute of Chicago, Chicago, IL, 2013
29. "The Role of Social Computing in Innovation," Illinois Institute of Technology, Chicago, IL, 2013
30. "Crowds, Computers, and Community: The Future of Design," University of California, San Diego, CA, 2013
31. "Crowds, Computers, and Community: Understanding How Innovation Happens," University of California, Irvine, CA, 2013
32. "Understanding the Role of Crowdfunding in Innovation," Penn State, College Station, PA, 2013
33. "Educating the Next Generation of Social Impact Designers", National Endowment for the Arts, New Haven, CT, 2013
34. "Micro-volunteering: Helping the Helpers in Development," Computer Supported Cooperative Work, San Antonio, TX, 2013
35. "Crowdsourcing and Innovation," Carnegie Mellon University, Pittsburgh, PA, 2013
36. "Design-It-Together: The Role of Crowdsourcing in Innovation, Media, Technology, and Society, Northwestern, Evanston, IL, 2012
37. "The Design-It-Together Movement," TedX, University of Chicago, IL, 2012
38. "The Design-It-Together Movement: The Case of Design for America," Industrial Designers Society of America, Midwest Conference, Chicago, IL, 2012
39. "Innovation Self-Efficacy: Changing People's Beliefs Through and By Design," School of Design, Carnegie Mellon, Pittsburgh, PA, 2012
40. "Innovation Self-Efficacy: Changing People's Beliefs Through and By Design," Department of Design and Environmental Analysis, Cornell University, Ithaca, NY, 2012
41. "Positive Innovation: Helping People Thrive Through and By Design" Segal Design Institute, Northwestern, Evanston, IL, 2011
42. "Affective Computational Priming" School of Education and Public Policy," Northwestern, Evanston, IL, 2011
43. "Technology that Motivates Innovation: Influencing Autonomy, Connectedness, and Competence," School of Communications, Northwestern, Evanston, IL, 2011
44. "Technology, Affect, and Creative Problem Solving" Human Computer Interaction Institute Seminar Series, Carnegie Mellon, Pittsburgh, PA, 2011
45. "Positive Design: Helping People Thrive Through and By Design," College of Human Ecology, Cornell, Ithaca, IL, 2011
46. "Positive Design & Innovation," Colleges of Business and College of Human Ecology, Cornell, Ithaca, NY, 2011
47. "Technology, Affect, and Creative Problem Solving," HCI Seminar Series, University of Illinois, Champaign Urbana, IL, 2011

48. "Using Technology to Motivate Creative Action," Computer Science and Artificial Intelligence Seminar Series, MIT, Cambridge MA, 2011
49. "Technology that Activates: Priming Emotion and Achieving Goals," Computer Science Seminar Series, Tufts University, Somerville, MA, 2011
50. "Using Technology to Motivate Creative Action," Mechanical Engineering Seminar Series, MIT, Cambridge MA, 2011
51. "Using Technology to Motivate Creative Action," HCI Seminar Series, Stanford University, Stanford, CA, 2011
52. "Design for America: Changing People's Beliefs in Themselves Through and By Design," CUSP Conference: The Design of Everything, Chicago, IL, 2010
53. "Design for America: Thinking about Innovation Education Outside of the Box," Design Chicago, Northwestern University, Evanston, IL, 2010
54. "Designing for Engagement," Jones Lecture Series, Thayer School of Engineering, Dartmouth College, Hanover, NH, 2010
55. "Innovation Processes and Spaces," Innovator Lecture Series, Management, Learning, and Organizational Change, Northwestern University and Catalyst Ranch, Chicago, IL, 2009
56. "Devotion to an Innovation Process: The Case of Human Centered Design," MIT Media Lab, MIT, Cambridge, MA, 2008
57. "Devotion to an Innovation Process: The Case of Human Centered Design," Segal Institute of Design, Northwestern University, Evanston, IL, 2008
58. "Devotion to an Innovation Process: The Case of Human Centered Design," Saunders College of Business, Rochester Institute of Technology, Rochester, NY, 2007
59. "Observation as a Tool for Designing for Extreme Affordability," Hasso Plattner Institute of Design, Stanford University, Stanford, CA, 2007
60. "Storytelling as a Tool for Design," Hasso Plattner Institute of Design, Stanford University, Stanford, CA, 2006
61. "Improvisation in Design," Department of Mechanical Engineering, Stanford University, Stanford, CA, 2006
62. "The Birth of a Knowledge Broker," Department of Engineering, Dartmouth College, Hanover, NH, 2006
63. "Sharing Creative Control" Department of Management Science & Engineering, Hasso Plattner Institute of Design, Stanford University, Stanford, CA, 2006
64. "The Unintended Consequences of Management" Department of Engineering, Dartmouth College, Hanover, NH, 2005

### **Selected Press Coverage**

1. Affordability, campus environment top campus stressors, *Education Dive*, 2017
2. The Rise of Public Sector Crowdfunding, *The Atlantic's City Lab*, 2017
3. Chicago Entrepreneurs Shine Light on Preventing Elderly Falls, *Chicago Tonight*, 2017
4. Crowdfunding, NPR's Marketplace, 2017
5. Chicago Students Head West for Tech Culture Immersion, *Chicago Inno*, 2017
6. Why People Mourn the Death of the VCR and other outdated technology, *Washington Post*, 2016
7. Crowdsourcing to Get Ideas, and Possibly Save Money, *New York Times*, 2016
8. How Crowdfunding Influences Innovation, *Sloan Management Review*, 2016
9. Mettre de soi dans un projet, *Hemispheres*, 2016

10. Have We Reached the End of Education as We Know It? The Nation's Top Experts Sound Off, *Make it Better*, 2016
11. Design for America's Dr. Elizabeth Gerber Shows How Human-Centered Design Can Change the World for Good, *The Huffington Post*, 2015
12. The Uncertain World of Crowdfunding Your Day in Court, *Wired*, 2015
13. Design for America Students Help Those Living with Down Syndrome, *ABC News*, 2015
14. How Are Universities Grooming the Next Great Innovators? *The Smithsonian Magazine*, 2015
15. How Crowdworkers became the Ghosts in the Digital Machine. *The Nation*, 2014
16. Big Kickstarter Campaign Overwhelms Radiate Athletics. *The Wall Street Journal*, 2014
17. It's Not Nagging: The Power of Persistent Redundant Communication. *Forbes*, 2013
18. The Millennials. *Architect Magazine*, 2013
19. The Unregulated Work of Mechanical Turk. *New York Times*, 2013
20. 40 under 40: Meet Chicago's Next Generation of Leaders. *Crain's Chicago Business Week*, 2013
21. Scientists Experiment with Crowdfunding. *Physics Today*, 2013
22. Engaging Online Crowds in the Classroom Could Be An Important Tool for Teaching Innovation. *Communications of the ACM*, 2013
23. Got a Kickstarter Project? This Man Can Predict Within Four Hours If It Will Fail. *The Guardian*, 2013
24. Tool Accurately Predicts Whether a Kickstarter Project Will Fail. *Popular Science*, 2013
25. Crowdfunding. *ABC News*, 2012
26. Crowdfunding. *Toronto Star*, 2012
27. Genius Idea: Design that Helps Us Thrive. *Oprah Magazine*, 2012
28. Top 100 in Public Interest Design. *Public Interest Design*, 2012
29. Best of 2012: Visionaries, Organizations, and Innovations Changing the Way we Learn. *Good Magazine*, 2012
30. What Makes a Kickstarter Campaign Successful. *Socialtimes.com*, 2012
31. Teaching Entrepreneurs Crowdfunding Strategies. *Crowdsourcing.org*, 2012
32. It's Not Nagging. Why Persistent Redundant Communication Works. *Harvard Working Knowledge*, 2011
33. The United States of Design. *Fast Company*, 2011
34. Millennials Are the MacGyvers of Business. *Harvard Business Review Blog*, 2011
35. Should design be taught as an entrepreneurial skill? *Smartplanet.com*, 2011
36. Spotlight on Design. *Core77*, 2011

### External Grants Awarded

1. Zhang, H., Easterday, M., (Co-PI), & Gerber, E., (Co-PI) NSF EXP: Cyberlearning: Agile Research Studios (\$549,994)
2. Bailey, B. (PI), Dow, S. (Co-PI), & Gerber, E. (Co-PI) NSF DIP: Collaborative Research: CRAFT: An Online Learning Platform for Scaffolding the Crowd Feedback Loop for Design Innovation Education (\$1,350,000)
3. Gerber, E. (PI) & Easterday, M., (Co-PI) NSF DIP: Cyberlearning: Digital Studios for Social Innovation Networks (\$1,350,000)
4. Gerber, E. (PI) & Easterday, M., (Co-PI), Digital Loft. *National Science Foundation NSF i-Corps*, 2015 (\$50,000)
5. Gerber, E. (PI) A Networking Curriculum to Enhance Entrepreneurship. *Venture Well*. 2015-2016 (\$14,000)

6. Zhang, H. (PI), Shaw, A. (Co-PI), & Gerber, E. (Co-PI) Sharing Human-powered Mobility to Improve Societal Efficacy and Efficiency. Microsoft Fuse Labs Research Award, 2014-2015 (\$35,000)
7. Gerber, E. (PI) A Pitching Curriculum for Crowdfunding. *National Collegiate Inventors and Innovators Alliance*. 2014-2015 (\$12,000)
8. Gerber, E. (PI) & Dow, S. (Co-PI) Cyberlearning: Engaging Interdisciplinary Students in Innovation Education through Crowd-based Technology. *National Science Foundation* 2012-2015 (\$563,000)
9. Easterday, M. (PI) & Gerber, E. (Co-PI) Cyberlearning: Digital Lofts: Online Learning Environments for Real-World Innovation. *National Science Foundation*, 2013-2015 (\$540,000)
10. Gerber, E. (PI), Rees Lewis, D. (Co-PI), Shyrokova, A. (Co-PI), Lesser, J. (Co-PI), Arora, R. (Co-PI), Ma, S. (Co-PI), Nerenberg, S. (Co-PI) Design for America: A Badge Community for Innovation. *Hastac Digital Media Learning Grant supported by the MacArthur and Mozilla Foundations*, 2012-2013 (\$175,000)
11. Chen, W. (PI), Gatchell, D. (Co-PI), Gerber, E. (Co-PI) TUES Type 2: Collaborative Research: The Institutionalization and Sustainability of Product Archaeology – A National Rollout Plan, *National Science Foundation*, 2012-2014
12. Chen, W. (PI) Colgate, E., Norman, D., McKenna, A., Gerber, E. (Co-PI) NSF Workshop on Driving Innovation Through Design: Engineering in the 21st Century, *National Science Foundation*, 2010-2011 (\$25,000)

#### Internal Grants Awarded

1. Easterday M. (PI) & Gerber, E. (co-PI) CRIT: Computer-Supported Large Group Feedback, 2018-2019, (\$50,000)
2. Worsley, M. (PI), Piper, A., (co-PI), & Gerber, E. (co-PI), Making and Inclusivity: Provost's Grants for Faculty Innovation in Diversity and Equity, 2017-2018, (\$14,000)
3. Zhang, H., (PI) & Gerber, E. (co-PI). Pair Research: Matching People for Collaboration, Learning, and Productivity, Provost's Digital/Online Projects, 2016-2017, (\$20,000)
4. Gerber, E. (PI) Crowdfunding. Northwestern's Alumnae Curriculum Development Award, 2014-2015 (\$15,000)
5. Gerber, E. (PI) Design for America. Northwestern's Murphy Society Grant, 2009-2012, (\$105,000)
6. Gerber, E. (PI) Crowdfunding. Allen and Johnnie Breed University Professorship Fund, 2013-2015, (\$10,000)
7. Gerber, E. (PI) Collective Innovation. Northwestern's New Faculty Start Up Grant, 2008-2013

#### Teaching Experience

Segal Institute of Design, Mechanical Engineering, Communication Studies, Kellogg Executive Education, Northwestern University

1. DSGN 106: Design Thinking and Communication – *Overall Rating of Instruction 5.1/6.0*
2. DSGN 305: Human Centered Service Design - *Overall Rating of Instruction 5.9/6.0*
3. DSGN 401: Human Centered Service Design - *Overall Rating of Instruction 5.2/6.0*
4. DSGN 495: Business and Design Integration Project - *Overall Rating of Instruction 5.5/6.0*
5. MTS 525: Communication Design – *Overall Rating of Instruction 6.0/6.0*

6. Kellogg Executive Education: Generating Better Ideas with Your Teams - Overall Rating of Instruction 5.0/5.0
7. Kellogg Executive Education: Design Thinking Bootcamp - Overall Rating of Instruction 8.0/10.0

#### MOOC Coursera

1. Organizational Leadership: Leading Design Innovation (8,179 learners)
2. Experience Design: User Research and Prototyping (21,50 learners)

#### Hasso Plattner Institute of Design, Stanford University

3. Executive Education Program on Innovation Leadership
4. Executive Education Program on Human Centered Innovation
5. Executive Education Program on Customer Focused Innovation (5.8/6.0)
6. Business Process Innovation: Treating the Organization as a Prototype
7. Creating Infectious Action: Integrating Design Thinking and Business
8. Clicks n' Bricks: Creating Mass Market Experiences Using Design
9. Adventures in Design Thinking Graduate School Workshop

#### Management Science & Engineering, Stanford University

1. Organizational Behavior
2. Creativity and Innovation

#### Joint Program in Design in Mechanical Engineering, Stanford University

1. Advanced Product Design: Implementation
2. Advanced Product Design: Needfinding
3. Ambidextrous Thinking

Course partners include: Facebook, Proctor and Gamble, Jet Blue, Disney, Fidelity, Walmart, Mozilla, Kohl's Children's Museum, Abbott Laboratories, Erie Community Health Center, Kaiser Permanente, Samsung, British Petroleum, Benefunder, Matter VC and others.

#### **Student Supervision**

##### **Ph.D. Thesis Advisor**

1. Eureka Foong, Online Feedback Exchange to Support Design Innovation, Technology and Social Behavior, PhD expected in 2019
2. Emily Harburg, Socio-technical Systems for Help-seeking and Giving, Technology and Social Behavior, PhD expected in 2018 (UX Intern, Facebook)
3. Michael Greenberg, Recruitment and Retention in Crowdfunding Communities, Technology and Social Behavior, PhD expected in 2018 (UX, Facebook)
4. Daniel Rees Lewis, Coaching in Social Innovation Networks, Learning Sciences, PhD expected in 2018

5. Julie Hui, Social-technical Systems for Innovators, Mechanical Engineering, PhD expected in 2017 (UX Intern, Microsoft and Facebook, Post-Doc, University of Michigan)

#### **Ph.D. Thesis External Committee**

1. Jenna Marks, Iteration and Persistence in Design, Teacher's College, Columbia University, PhD completed in 2017 (Learning Science Specialist, PLUSSED+)
2. Patti Bao, Sharing Insight Provenance in Collaborative Visual Analytics, Technology and Social Behavior, PhD completed in 2013 (UX Researcher, Google)

#### **Ph.D. Rotation Advisor**

To allow Ph.D. students to understand and participate in technological developments in their broadest possible contexts, we encourage students to rotate across labs in Design, Social Sciences, Computer Science. I regularly serve as a Rotation Advisor in Design.

1. Eleanor Burgess, Developing a Design Research Curriculum, Media Technology and Societ, PhD expected in 2020
2. Noah Liebman, Understanding Technology Use Among Sound Engineers, Technology and Social Behavior, PhD expected in 2018
3. Yungsong Kim, Understanding Trust and Delays in Crowdfunding, Technology and Social Behavior, PhD expected in 2018
4. Elizabeth Hunter, Using Video to Promote Designs in Crowdfunding, Theater, PhD expected in 2018
5. Natalia Smirnov, Scaling Social Innovation Networks, Learning Sciences, PhD expected in 2018
6. Gulu Saiyed, Using Social Media to Promote Designer Empathy, Learning Sciences, PhD expected in 2018
7. Anna Bethune, Leadership Laddering in Civic Innovation, Learning Sciences, PhD expected in 2018
8. Colin Fitzpatrick, Computer Supported Novice Critique, Technology and Social Behavior, PhD completed in 2017 (UX Research, Facebook)
9. Briam Remy, Crowdfunding the University, Technology and Social Behavior, PhD expected in 2017
10. Pei-Yi Kuo, Communication in Crowdfunding, Technology and Social Behavior, PhD expected in 2018
11. Sheena Lewis, Affective Computational Priming and Creativity, Technology and Social Behavior, PhD completed in 2013 (Computer Science Faculty, DePaul University)

#### **MS**

1. Claire McCloskey, Understanding Technology for Networking, Engineering Design and Innovation, MS independent study 2016 (User Experience Designer, IBM Design)
2. Joseph Shulman, Using Technology to Pair Teams, Learning Sciences, MS, MS independent study 2016 (User Experience Manager, Otus)
3. Peter Phelan, Using Mobile Devices to Collect Field Observations, Learning Sciences, MS independent study, 2013 (Researcher, Garibay Group)
4. Liz Kramer, Development of a Measure of Innovation Self-Efficacy, Engineering Design and Innovation, MS independent study, 2013 (Assistant Director of Design, University of Washington in St. Louis)

5. Rebecca Komarek, Designing for America: A Case study of Service Learning, Learning Sciences, Masters thesis co-advised with Dr. Lois Trauветter completed in 2010 (Catalyze CU Managing Director, PhD candidate, University of Colorado, Boulder)
6. Ben Schriesheim, Roll-out Table for Apartment Dwellers, Engineering Design and Innovation, MS independent study, 2009 (User Experience Designer, Solidworks)
7. Sarah Hulseman Textured Packaging for Men's Shaving Products, Engineering Design and Innovation, MS independent study, 2009 (Mechanical Design Engineer, Proterra)

### **Design for America Post Bac Fellows**

Post Bac Fellows work full time to build and support Design for America.

1. Deniz Alpley, Fellowship to be completed in 2017
2. Michelle Baverman, Fellowship to be completed in 2017
3. Allison Cheng, 2016 (UX designer, Shure Incorporated)
4. Catherine Chung, 2016 (Marketing Associate, DESIGNxRI)
5. Stacy Klingbeil, 2015, (Design Strategist)
6. Brandon Rivero-Melo, 2015 (Game Design Master's Student, University of Utah)
7. Rob Calvey, 2015, (Learning Coordinator, Design for America)
8. Julian Bongiorno, 2015 (Co-founder, Art-ly)
9. Giselle Malina, 2014 (Medical School Student, University of Illinois)
10. Thea Klein, 2013 (Garden Educator, Washington State Garden)
11. Kayla Matheus, 2013 (CEO, Mobi)
12. Yuri Malina, 2012 (COO, Swipesense)
13. Mert Iseri, 2012 (CEO, Swipesense)

### **BA/BS**

1. Melody Park, Pair Research: Increasing Productivity in Research Teams, BS expected in 2019
2. Florence Yu, Innovation in Large Scale Organizations, BS expected in 2019
3. Wendy Roldan, Helping Seeking in Maker Spaces, BS expected in 2018
4. Alex Sher, Social Innovation Networks, BA expected in 2018
5. Andres Mohring, Social Innovation Networks, BS expected in 2017
6. Shannon Nachreiner, Understanding Help Seeking in Maker Spaces, BS expected in 2016 (IT Program Management Intern, Ford)
7. Stephen Antonopolis, Identity Based Motivation and Crowdfunding, BS, 2016 (PhD student, UC Berkeley)
8. Elizabeth Jin Chou, Social Support Online, BS expected in 2016
9. Pratap Jayaram, Collective Innovation, BS expected in 2017
10. Joonah Humad, Innovation Pathways, BS expected in 2015 (Business Analyst, SapientNitro)
11. Sofia Sami, Online Feedback, BA, 2014
12. Hazel Yun, Crowdfunding Platforms, (Master's Student, Royal College of Art, Imperial College London)
13. Cassie Coravos, Communication in Digital Lofts, BS expected in 2016 (Business Manager, Empowerment Plan, Venture for America)
14. Bryan Berger, Social Computing and Innovation, BS expected in 2016 (Designer, 3M)
15. Nicole Chu, Crowdfunding Platforms, BS expected in 2016 (Engineer, Vox Media)
16. Alan Besquin, Crowdfunding for Design, BS, 2014 (Engineer, Tesla)
17. Hannah Hudson, Crowds in the Classroom, BS, 2014 (Designer, Intuit)

18. Amy Laurin, The Role of Crowdfunding in Scientific Research, BS, 2013 (Associate Engineer, General Motors)
19. Jenny Braunstein, Murphy Scholar, Innovation Support Tools, BA, 2012 (Designer, Intuit)
20. Lauren Tindal, Motivations for Crowdfunding in Science, BA, 2014 (User Support, Box)
21. Megan Scherich, Running a Crowdfunding Campaign, BA, 2012 (Engineer, R&D, Care Fusion)
22. Hannah Chung, Emotional-Storyboarding: A Participatory Method for Emotional Designing for Children, BS, 2011 (CCO, Sproutel)
23. Molly Lafferty, Effects of Improvisation-based Warm-up Activities on Brainstorming Outcomes in Design Teams, BA, 2010 (Designer, This Also)
24. Tarresha Pointdexter, The Birth of a Knowledge Broker, BA, 2009 (Account Manager, Google)
25. David Hoffman, Momentum: Getting and Staying on Topic During a Brainstorm, BA, 2009 (Co-Founder and Head of Product Design, The Next Big Sound)

### **Honors, Distinctions, Patents, and Grants to Advisees (Selected)**

1. Service Design Class, Design Management Innovation Award: Design Value, 2017
2. Design for America Headquarters nominated for Cooper Hewitt Design Award, 2017
3. Design for America Team, Luna Lights receives Detroit's We Work Creator Launch Award, 2017
4. Aaron Horowitz selected for the Young Entrepreneur Award, Small Business Award, Rhode Island, 2017
5. Daniel Rees Lewis selected as Segal Design Fellow, 2016
6. Stephen Antonopolis selected as a NSF Graduate Fellow, 2016
7. Design for America team, Luna Lights, selected for Twin Cities Foundation Award, 2015
8. Yongsung Kim selected as a Segal Design Fellow, 2015
9. Design for America team, Luna Lights, selected for Health Box Incubator, 2014
10. The 2014 Good 100: Jerry the Bear, The Grateful Ted, Good Magazine, 2014
11. The 2014 Good 100: Yuri Malina, Germ Enemy, Good Magazine, 2014
12. Design for America team wins UIUC Chancellor's Public Engagement Student Fellowship, 2014
13. Gulu Saiyad selected as Segal Design Fellow, 2014
14. Daniel Rees Lewis selected for the Northwestern Advance Cognitive Fellowship, 2014
15. Emily Harburg selected as NSF Graduate Fellow, 2014
16. Mert Iseri and Yuri Malina selected as top 20 business leaders in their 20's by Crain's Business Week, 2013
17. Hannah Chung selected by Warren Buffet for top Start Up Pitch, 2014
18. Design for America's Swipe Sense as Top 10 WSJ Startup of the Year, 2014
19. Design for America's Sammy Lin wins Buick Achievement Scholarship, 2013
20. Julie Hui and Mike Greenberg selected as NSF Graduate Fellows, 2013
21. Julie Hui and Mike Greenberg selected as Segal Design Fellows, 2013
22. Hannah Chung selected as top 15 female tech entrepreneurs to look out for in 2012
23. Design for America UCLA team wins Johnson and Johnson Be Vital Challenge, 2012
24. Design for America team wins Open IDEO Award, 2012
25. Design for America team, Sproutel, selected for Beta Spring, a startup incubator, 2011
26. Design for America team, Swipesense, selected for Health Box, a startup incubator, 2011
27. Patent for a Toy for Diabetic Children by Design for America Team, 2011
28. Semi-finalists of the national Diabetes Mine Challenge for Design for America, 2011
29. Boeing Company Award for Design for America, 2011
30. Semi-finalist for the Dell Social Innovation Competition for Design for America, 2011



31. Patent for a Hand Sanitation Device by Design for America Team, 2010
32. Sheena Lewis, NSF Graduate Fellowship, 2010
33. Winner of Northwestern's Entrepreneurial Idol Competition for Design for America 2010
34. Water Health and Development Field Exchange for Design for America, 2010
35. Northwestern's Breed Fund for Design for America, 2009
36. Northwestern's Initiative for Sustainability and Energy Grant for Design for America, 2009
37. Winner of the national Diabetes Mine Challenge for Design for America, 2009
38. Winner of the national Social Designer Challenge for Design for America, 2009

### **Professional Membership**

1. Association for Computing Machinery
2. American Society of Mechanical Engineers
3. Association for the Advancement of Artificial Intelligence

### **Professional Society Service**

1. Evaluation Panel  
MacArthur Initiative: 100&Change, 2016
2. Conference Co-Chair  
Human Computation and Crowdsourcing, 2015
3. Communications Chair  
Collective Intelligence, 2014  
ACM Conference on Computer Supported Cooperative Work, 2015  
AAAI Conference on Human Computation and Crowdsourcing, 2017
4. Social Impact Co-Chair  
ACM Conference on Computer Supported Cooperative Work, 2016  
ACM Conference on Computer Supported Cooperative Work, 2017
5. Workshop Chair  
AAAI Conference on Human Computation and Crowdsourcing, 2014
6. Student Design Competition  
ACM Conference on Human Computer Interaction, 2018
7. Design Judge  
ACM Conference on TEI, 2014  
ACM Conference on Computer Supported Cooperative Work, 2016
8. Program Committees  
ACM Conference on Computer Human Interaction, 2010, 2011, 2013, 2016  
ACM Conference on Computer Supported Cooperative Work, 2014, 2015  
ACM Conference on Design of Interactive Systems, 2014  
AAAI Conference on Human Computation and Crowdsourcing, 2014 - present
9. Technical Committee  
Symposium on Crowdfunding, 2013
10. Scholarly Reviews  
ACM Conference on Computer Human Interaction, 2008-present  
ACM Conference on Design of Interactive Systems, 2012-present  
ACM Conference on Creativity and Cognition, 2009-present  
ACM Conference on Computer Supported Cooperative Work, 2012-present  
ACM Conference on User Interface Software and Technology, 2012-present

- AAAI Conference on Human Computation and Crowdsourcing, 2014 – present
- IEEE Internet Computing, 2012
- ASME Journal of Mechanical Design, 2013 2014
- Artificial Intelligence for Engineering Design, Analysis and Manufacturing, 2011
- International Journal of Design, 2012
- Artificial Intelligence for Engineering Design, Analysis, and Manufacturing, 2011
- Journal of Engineering Education, 2010
- International Journal of Engineering Education, 2009, 2011
- 11. Editorial Board
  - Transactions on Social Computing, Founding Editorial Board, 2016

### **Federal, State, City Service**

1. Review panel member, National Science Foundation, 2014
2. Robert A. Pritzker Visiting Scientist-Inventor-Engineer, Francis Parker School, Chicago, 2014-2015
  - Program selects one influential and inspiring person to serve as the Robert A. Pritzker Visiting Scientist-Inventor-Engineer in Residence to help students get even more excited about pursuing STEM related fields. Previous individuals to hold this position included Nobel Prize winning physicist, Leon Lederman, as well as other world renowned individuals such as Paul Sereno, Russell and Christina Mittermeier, Rocky Kolb, and Don Hillebrand*
3. Judge, Microsoft Research Design Expo, 2014
  - Selected as one of three leaders in design along with Microsoft's Bill Buxton and NYU's Tom Igoe to judge selective design expo at Microsoft Faculty Summit*
4. Judge, Inc.'s Best in Class Design Awards, 2014
  - Selected as one of seven judges to serve on a panel featuring industry pioneers, successful entrepreneurs, and leading-edge creative thinkers to judge design competition*
5. Design and Social Impact Co-Chair, Social Computing Workshop, National Science Foundation, 2013
  - Selected as one of two thought leaders in design and social impact to identify critical areas for development in the field of social computing*
6. Panelist, National Endowment for the Arts, 2013
  - Selected as one of three thought leaders in design to identify critical areas for development in the field of design and innovation*

### **University Service**

#### Department of Mechanical Engineering

1. Undergraduate Advisor, 2008 – present
2. Design Curriculum Committee, 2011-present
3. Faculty mentor, Murphy Scholars Program, 2012-2013
4. ABET Evaluation Committee, Design Curriculum, 2011
5. Michelson Prize Screening Committee, 2013
6. NAE U.S. Frontiers of Engineering Symposium Representative, 2013
7. NAE U.S. Frontiers of Engineering Education Symposium Representative, 2011

#### Department of Communication Studies

1. Technology and Social Behavior Admissions Committee, 2010-2013
2. Technology and Social Behavior Admissions Coordinator, 2014-2015
3. Communication and Computation Hiring Committee, 2015-2016

#### McCormick School of Engineering

1. Host Committee, Computation and Journalism Symposium, 2017
2. Faculty Founder and Executive Committee, Design for America, 2008-present
3. Segal Research Council, 2011-present
4. Engineering Design and Innovation Curriculum Committee, 2008-present
5. Segal Design Institute Executive Committee, 2008-2010
6. Segal Lecture Series Organizer, 2008-2013, Co-Organizer 2013-present
7. Rev Center Project Committee, 2010-2011
8. NSF Workshop on Design and Innovation Organizing Committee, 2010-2011
9. Panelist, Women in Computing at Northwestern, 2011
10. Northwestern Initiative for Manufacturing Science and Innovation, 2015-present

#### Northwestern University

1. Director of the Design Research Cluster, 2015-present
2. Advisor, Women in Computing, 2015-present
3. Faculty mentor, Summer Research Opportunity Program (SROP) program, 2012 - present
4. Faculty mentor, Undergraduate Research Opportunity Program (UROP) program, 2012-present
5. Center for Civic Engagement Committee, 2009-present
6. OpED Project Thought Leaders Fellows Selection Committee, 2013-2014
7. Advisor for the SPG, the Graduate Student Improvisation Group, The Graduate School, 2008-present
8. Advisor for the Ready, Set, Go Program, a program designed to empower researchers with communication skills, The Graduate School, 2011-2015