

# FIRAZ PEER

## PHD CANDIDATE

Digital Media Department  
School of Literature, Media and Communication  
Georgia Institute of Technology  
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**Research Objective** To use participatory design research methods to study the socio-technical development, use and impact of data centric and algorithmic infrastructures, so they can be unpacked and redesigned from a learner-centered perspective.

## EDUCATION

- 2020 (expected) **PhD Digital Media**, Georgia Institute of Technology, Atlanta, GA  
Graduate Certificate in Science and Technology Studies  
Dissertation: Data Dashboards as Infrastructures for Data Literacy  
Advisor: Carl DiSalvo  
Committee: Nassim Parvin, Chris LeDantec, Yanni Loukissas, Paul Mihailidis
- 2011 **MS Human Computer Interaction**, Georgia Institute of Technology  
Thesis: Using Technology to Make Exertion Games for Children More Engaging  
Advisors: Ali Mazalek and Florian 'Floyd' Mueller
- 2005 **B.Eng. Computer Science & Engineering**, Bangalore Institute of Technology, Bangalore, India

## EMPLOYMENT

- 2011 – 2013 **User Experience Designer**, Centers for Disease Control and Prevention, Atlanta, GA  
Conducted in-person and remote usability studies to develop interaction prototypes and interface specifications for CDC's mobile and web applications.
- 2005 – 2008 **Software Developer**, Wipro Technologies, Bangalore, India  
Developed front end and back end web applications for Shell using the Microsoft .NET framework.

## PEER REVIEWED CONFERENCE PROCEEDINGS

- Conference Papers**
- 2019 **Firaz Peer** and Carl DiSalvo. "Workshops as Boundary Objects for Data Infrastructure Literacy and Design". *In the Proceedings of the ACM Conference on Designing Interactive Systems*, San Diego, CA, USA 2019. (25% Acceptance Rate)
- 2016 O'Connell, Katie, Yeji Lee, **Firaz Peer**, Shawn M. Staudaher, Alex Godwin, Mackenzie Madden, and Ellen Zegura. "Making Public Safety Data Accessible in the Westside Atlanta Data Dashboard." *In Proceedings of Bloomberg Data for Good Exchange Conference*, New York, NY, USA 2016.
- 2014 **Firaz Peer**, Michael Nitsche, and Lauren Schaffer. "Power puppet: science and technology education through puppet building." *In Proceedings of the 2014 conference on Interaction design and children*, pp. 221-224. ACM, 2014.

- 2012 Mazalek, Ali, Michael Nitsche, Claudia Rébola, Paul Clifton, Andy Wu, Nick Poirier, **Firaz Peer**. "Pictures at an Exhibition: Design of a Hybrid Puppetry Performance Piece", In *Proceedings of the International Conference on Entertainment Computing (ICEC 2012)*, Berlin, Heidelberg, 2012.
- 2011 **Firaz Peer**, Ali Mazalek, Florian 'Floyd' Mueller and Anne Friedlander. "Evaluating technology that makes physical games for children more engaging." In *Proceedings of the 10th International Conference on Interaction Design and Children*, pp. 193–196. ACM, 2011. (Master's Thesis)
- 2011 Mazalek, Ali, Michael Nitsche, Claudia Rébola, Andy Wu, Paul Clifton, **Firaz Peer**, and Matthew Drake. "Pictures at an exhibition: a physical/digital puppetry performance piece." In *Proceedings of the 8th ACM conference on Creativity and cognition*, pp. 441–442. ACM, 2011.
- 2011 Mazalek, Ali, Sanjay Chandrasekharan, Michael Nitsche, Tim Welsh, Paul Clifton, Andrew Quitmeyer, **Firaz Peer**, Friedrich Kirschner, and Dilip Athreya. "I'm in the game: Embodied puppet interface improves avatar control." In *Proceedings of the fifth international conference on Tangible, embedded, and embodied interaction*, pp. 129–136. ACM, 2011.
- 2010 Mazalek, Ali, Michael Nitsche, Sanjay Chandrasekharan, Tim Welsh, Paul Clifton, Andrew Quitmeyer, **Firaz Peer**, and Friedrich Kirschner. "Recognizing self in puppet controlled virtual avatars." In *Proceedings of the 3rd International Conference on Fun and Games*, pp. 66–73. ACM, 2010.
- Workshop Papers  
2017 Nitsche, Michael, Crystal Eng, **Firaz Peer**. "Ownership in Making Puppets." *At the Co-Creation Workshop at International Conference on Computational Creativity (ICCC)*, Atlanta, GA, 2017.
- 2011 Mueller, Florian 'Floyd', **Firaz Peer**, Stefan Agamanolis, and Jennifer Sheridan. "Gamification and exertion." In *Proceedings of the Workshop on Gamification at the Conference on Human Factors in Computing Systems*, pp. 1–4. Association for Computing Machinery, 2011.
- 2011 **Firaz Peer**, Ali Mazalek, Florian 'Floyd' Mueller, and Anne Friedlander. "How to facilitate physical skill development in exertion games." In *Proceedings of a Workshop on Embodied Interaction at the Conference on Human Factors in Computing Systems*, pp. 1–4. Association for Computing Machinery (ACM), 2011.
- Posters  
2019 **Firaz Peer**, "Data Dashboards as Infrastructures for Data Literacy" *At the iConference*, Washington D.C, USA 2019.

### REFEREED CONFERENCE AND SYMPOSIA PARTICIPATION

- Workshops  
2019 **CoDesigning AI Futures: Integrating AI Ethics, Social Computing, and Design**  
A Workshop at the ACM DIS (Design of Interactive Systems) Conference that aimed at identifying case studies, challenges and opportunities for collaboration at the intersections between AI Ethics, social computing, and design.
- Data & Society's Data-driven Technologies in Organizational Context Workshop**  
Invited to participate as a discussant on the evolving and societally important issues surrounding data-driven technologies.

- Presentations** **Firaz Peer**, and DiSalvo, Carl., “Reimagining Data Infrastructures through Infrastructural Inversion and Participatory Design,” Paper to be presented at the *Annual Meeting of the Society for the Social Studies of Science, (4S)* New Orleans, LA, 2019.
- Workshops Organized** Happonen Ari, **Firaz Peer**, Maria Palacin-Silva, Annika Wolff. “Workshopping a Data Equity Manifesto.” *At the iConference*, Washington D.C, USA, 2019.
- Doctoral Colloquia** ACM DIS (Design of Interactive Systems), San Diego, CA, USA, 2019.  
iConference, Washington D.C, USA 2019.  
ACM FAT\* (Fairness Accountability and Transparency) Conference, Atlanta, GA, USA 2019.
- Paper-a-thon** Ahmed Elnoshokaty, Yi Wang, Shuyuan Deng, Tom Meservy, Mohamed Elsaied, **Firaz Peer**, Omar El-Gayar. “Recommender Systems in Online Platforms for Social Campaigns.” In *Proceedings of the 39th International Conference on Information Systems – ICIS*, San Francisco, USA 2018.

### GRANTS AND AWARDS

- 2018 \$1,300 – Ivan Allen College Travel Grant
- 2018 \$6,000 – Campus Life and Community at Tech Scholarship. Awarded for positively impacting the Georgia Tech Community through leadership, scholarship and service.
- 2017 \$1,000 – Dean’s Million Dollar Travel Award
- 2016 \$2,000 – Intel Science and Technology Center Travel Award  
\$350 – Anne Robinson Clough International Student Award
- 2014 \$2,000 – Intel Science and Technology Center Travel Award  
\$2,000 – GT-FIRE Travel Award

### TEACHING EXPERIENCE

- Fall 2014 – Spring 2018 **Instructor, Principles of Visual Design**, Georgia Institute of Technology  
Taught topics like typography, layout, photography, poster design and brand identity. Modified course over 8 semesters to suit the Serve-Learn-Sustain model of community engagement, so local non-profit organizations could benefit from the students’ design work.
- Fall 2017 **Co-Instructor** with Lacy Hodges, GT 1000, Georgia Institute of Technology  
Taught a group of 15 freshmen the basics of leadership by adapting material from Georgia Tech’s leadership institute. Worked with the instructor to modify syllabus and activities to meet the needs of the students.
- Spring 2014 Graduate Teaching Assistant with Nassim Parvin  
Taught a group of 12 students the basics of Adobe Creative Suite, D3 and Mapbox while guiding them on information design and visualization projects.
- 2010-11 Graduate Teaching Assistant with Ali Mazalek  
Assisted students through the design and implementation of a physical/digital puppetry performance piece that used Arduinos and sensors.

## **FELLOWSHIPS**

- Summer 2019 **The Consortium for the Science of Sociotechnical Systems (CSST) Summer Research Institute**  
Participated in the ACM SIGCHI Sponsored summer research institute at Rutgers University, which brought together researchers who study the design of socio-technical systems.
- 2019-Present **Tech to Teaching Fellow, Georgia Tech Center for Teaching and Learning**  
Conducted orientations, workshops, classroom observations and individual consultations with TAs and other graduate student/postdoc instructors.
- 2018-Present **Grand Challenges Fellow, Georgia Tech Leadership Fellows Program**  
Leading groups of undergraduate students through a two-semester program that requires them to discover and implement real world solutions to grand challenges we are facing today.
- 2017-Present **Leadership Fellow, Georgia Tech Leadership Fellows Program**  
Coached undergraduate students to actively explore and improve their individual and team leadership skills through practice and critical reflection, challenge themselves to be a better leader and develop their leadership vision.
- Summer 2016 **Fellow, Data Science for Social Good, Atlanta, GA**  
Used Tableau and HTML/CSS/JavaScript to design and develop the Public Safety module of the Westside Communities Alliance Data Dashboard, which made data from law enforcement agencies publicly available to community members.
- Summer 2014 **Fellow at the 5<sup>th</sup> International UBI Summer School on “Designing Urban Interactions for Participatory Publics” by Martin Brynskov, University of Oulu, Oulu, Finland**  
Urban interaction design concept for a new physical ‘audio production space’ for each of Medellín’s public libraries was recognized with an award at the summer school.

## **RESEARCH ASSISTANTSHIPS**

- Fall 2018-Present Graduate Research Assistant with Jacqueline Royster  
Supporting research, development and maintenance of the Communities Who Know Data Dashboard.
- Summer 2015 Graduate Research Assistant with Yanni Loukissas  
Performed qualitative research that examined how housing data within Atlanta is produced, used and valued by various stakeholders.
- 2010-11 Graduate Research Assistant with Ali Mazalek  
Designed tangible and wearable interfaces and studies their impact on learning and creativity.
- Summer 2010 Research Fellow with Florian ‘Floyd’ Mueller, Stanford University, CA  
Designed, prototyped and tested exertion interfaces for children as part of master’s thesis research.

## INVITED PRESENTATIONS

- Georgia Tech "Making Public Safety Data Accessible in the Westside Atlanta Data Dashboard", *Civic Data Science Internship Program, Summer 2018, 2019*
- "Whose Context is it anyway? How Zillow's algorithmic system conflicts with other operational contexts in the housing market.", *IAC Graduate Student Conference, Spring 2018*
- Data Science for Social Good Internship Program Presentation, *MS Analytics Speaker Series, Spring 2017*
- "Opportunities for Design in Community Data Dashboards", *IAC Graduate Student Conference, Spring 2017*
- "Zillow Fever—Data Aggregates and the Crisis of Context in the Housing Market", *IAC Graduate Student Conference, Spring 2016*

## ACADEMIC SERVICE

- Student Volunteer ACM Conference on Fairness, Accountability, and Transparency (ACM FAT\*), 2019
- Design Research Organization of America, 2016
- Conference on Human Computer Interaction (CHI), 2010
- Reviewer ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW), 2019
- Tangible Embedded and Embodied Interaction (TEI), 2019
- IEEE Teaching, Assessment and Learning for Engineering (TALE), 2019
- CHI Play, 2018
- Participatory Design Conference (PDC), 2018
- ACM Conference on Designing Interactive Systems (DIS), 2018

## REFERENCES

### Carl DiSalvo

Associate Professor  
Georgia Institute of Technology  
[cdisalvo@gatech.edu](mailto:cdisalvo@gatech.edu)

### Kenneth Knoespel

McEver Professor of Engineering and the Liberal Arts  
Georgia Institute of Technology  
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### Yanni Loukissas

Assistant Professor  
Georgia Institute of Technology  
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### Jacqueline Royster

Dean, Ivan Allen College of Liberal Arts  
Professor of English in the School of Literature, Media, and Communication  
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