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Northwestern University
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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)
Computer Science (School of Engineering), by courtesy
Learning Sciences (School of Education & Social Policy), by courtesy
Management & Organizations (School of Management), by courtesy

Charles Deering McCormick Professor, 2015-present
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, Mechanical Engineering and Art, Stanford University
Advisors: David Kelley & Rolf Faste, 2001-2003

B.A., Dartmouth College, 1994-1998

Honors and Distinctions

1. Northwestern's Meshii Award 2018. *Recognized for excellence in design education.*
2. Smithsonian's Cooper Hewitt's 2018 Corporate and Institutional Achievement Award. *Design for America recognized for lasting achievement in American Design.*
3. Impact Design Hub's 40 under 40, 2016. *Recognized as one of the brightest young minds at work designing for social good.*

4. Founder's Circle, 2016, Winterhouse Symposium on Design Education and Social Change. *Recognized by Winterhouse Institute for critical role in founding the Symposium.*
5. 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.*
6. Digital Learning Fellow, 2016. *Chosen for efforts to enhance teaching and learning at Northwestern.*
7. Elizabeth Hurlock Beckman Award, 2015. *Chosen for inspiring former students to create organizations which demonstrably confer benefits on the community at large.*
8. 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
9. Grace Hopper Celebration Scholarship, 2014
Selected by the Grace Hopper Women in Computing Celebration Committee as a model faculty in computing at the Celebration
10. 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.
11. 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
12. 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
13. Ashoka U-Cordes Innovation Award, 2013
Recognized by Ashoka U for high impact and highly replicable education innovation
14. Public Interest Design Top 100 People, 2012
Acknowledged by Public Interest Design blog as one of 100 advocates, communicators, funders, makers, and others shaping our world
15. 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
16. 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.
17. 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
18. Searle Teaching Fellow at Northwestern University, 2009
Nominated by Department Chair for her potential to contribute to teaching and scholarship at Northwestern
19. 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. Foong, E., Vincent, N., Hecht, B., Gerber, E. Women (Still) Ask for Less: Gender Differences in Hourly Rate in an Online Labor Marketplace. *Proceedings of Computer Supported Cooperative Work*, ACM Press, 2018
2. Hui, J., Gergle, D., & Gerber, E., IntroAssist: A Tool to Support Introductory Writing Requests, *Proceedings of Computer Supported Cooperative Work*, ACM Press, 2018
3. Foong, E., Gergle, D., & Gerber, E. Novice and Expert Sensemaking of Crowdsourced Feedback, *Proceedings of Computer Supported Cooperative Work*, ACM Press, 2018.
4. 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.
5. 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.
6. 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.
7. Hui, J., & Gerber, E., Developing Makerspaces as Sites of Entrepreneurship. In *Proceedings of Computer Supported Cooperative Work*, ACM Press, 2017.

8. Kim, Y., Shaw, A., Zhang, H. & Gerber, E., Understanding Trust amid Delays in Crowdfunding. In *Proceedings of Computer Supported Cooperative Work*, ACM Press, 2017.
9. 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.
10. 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.
11. 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.
12. 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.
13. 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
14. 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
15. 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
16. Hui, J., and Gerber, E. Crowdfunding for Science: Sharing Research with an Extended Audience. In *Proceedings of Computer Supported Cooperative Work*, ACM Press, 2015
17. 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
18. 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
19. Easterday, M. Rees Lewis, D., Fitzpatrick, C., & Gerber, E. Computer Supported Novice Group Critique. In *Proceedings of Design of Interactive Systems*, ACM Press, 2014
20. 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
21. 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
22. Greenberg, M. & Gerber, E. Learning to Fail: Experiencing Public Failure Online Through Crowdfunding. in *Proceedings of Computer Human Interaction*, ACM Press, 2014
23. 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
24. 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**)

25. 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
26. Dow, S., Gerber, E., & Wong, A. A Pilot Study of Using Crowds in the Classroom. in *Proceedings of Computer Human Interaction*, ACM Press, 2013
27. 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
28. 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
29. Gerber, E. The Psychological Experience of User Observation. in *Proceedings of the International Conference on Engineering Design*, 2011
30. Lewis, S., Dontcheva, M., & Gerber, E. Affective Computational Priming and Creativity. in *Proceedings of Computer Human Interaction*, ACM Press, 2011
31. Gerber, E. Using Improvisation To Enhance the Effectiveness of Brainstorming. in *Proceedings of Computer Human Interaction*, ACM Press, 2009
32. Gerber, E. Improvisation Principles and Techniques for Design. in *Proceedings of Computer Human Interaction*, ACM Press, 2007
33. 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. Harburg, E., Rees Lewis, D., Easterday, M. & Gerber, E. CheerOn: An Online Social Support System for Project-Based Learning Teams, *Transactions on Computer Human Interactions*, to appear
2. Carlson, S., Rees Lewis, D., Gerber, E., & Easterday, M., Challenges of peer instruction in an undergraduate student-led learning community: bi-directional diffusion as a crucial instructional process, *Instructional Science*, 2018
3. Hui, J., Easterday, M. & Gerber, E., Distributed Apprenticeship in Online Communities, *Journal of Human Computer Interaction*, 2018
4. Carberry, A., & Gerber, E., Martin, C. Developing a Measure of Innovation Self-Efficacy, *International Journal of Engineering Education*, 2018
5. Roldan, W., Hui, J., & Gerber, E. University Makerspaces: Opportunities to Support Equitable Participation for Women in Engineering, *International Journal of Engineering Education*, 2018
6. 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*, 2018
7. Smirnov, N., Easterday, E., & Gerber, E., Infrastructuring distributed studio networks: A case study and design principles. *Journal of Learning Sciences*, 2018
8. Easterday, M., Gerber, E., & Rees-Lewis, D., Social Innovation Networks: A New Approach to Social Design Education and Impact, *Design Issues*, 2018
9. 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
10. Easterday, M. W., Rees Lewis, D., & Gerber, E. M., Designing Crowdcritique systems for Formative Feedback. *International Journal of Artificial Intelligence in Education*, 2016
11. 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
12. Gerber, E., and Hui, J. Crowdfunding: Motivations and Deterrents for Participation. *Transactions on Computer-Human Interaction*, Vol. 20 (6), 2013
13. Gerber, E. and Carroll, M. The Psychological Experience of Prototyping. *Design Studies*, Vol. 33 (1), 2012
14. 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
15. 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

16. Gerber, E. and Kennedy, C. Supporting Creativity in Web-Based Services. *International Journal of Design*, Vol. 16 (1), 2012
17. 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 (selected)

1. Gerber, E., 8 Steps to Running a Successful Design Thinking Workshop, Medium, 2018
2. Gerber, E., 4 Essential Mindsets to Design Thinking, Huffington Post, 2017
3. Gerber, E., Hackathons: 6 Alternative Outcomes, Huffington Post, 2017
4. Gerber, E. How to Make Your Company A Talent Magnet for Millennials, Medium, 2016
5. Gerber, E. Engineers Should be Taught to Fight, Medium, 2016
6. Gerber, E. & Thomas, A., How Language Influences Who Innovates, Huffington Post, 2016
7. Rodriguez, D. and Gerber, E. Creativity at Work, LinkedIn, 2014 (8,459 views)
8. Gerber, E., What Entrepreneurs can learn from the Olympic Snowflake, Wall Street Journal, 2014
9. Gerber, E. STEM Students Must Be Taught to Fail, US News and World Report, 2013
10. Gerber, E. Does Crowdfunding Failing Some of the Most Promising Entrepreneurs, Huffington Post, 2013
11. Gerber, E. Why Do People Give to Crowdfunding Sites, NPR Marketplace, 2013 (48,638 views)
12. Gerber, E. 4 Daily Habits of Game Changing Social Innovators, Forbes.com, 2013 (9,524 views)
13. Gerber, E., Insights Per Minute: Liz Gerber on Feedback, Design Observer, 2013 (1,700 views)
14. Gerber, E., Trifecta of Feedback, Design Observer, 2013
15. 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., & 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
3. Gerber, E. Leap Dialogues, Art Center College of Design, 2015
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., Herbsleb, 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. Jacques, R., Luger, E., Grudin, J., Wang, D., Monroy- Hernandez, A., Folstad, A., Gerber, E. Conversational Agents: Acting on the Wave of Research and Development, *ACM Conference on Computer Supported Cooperative Work*, Glasgow, UK, 2019
2. Brandel, J., Breuer, R., Gerber, E., Kunesh, J., Lockhart, V., Lyons, G., Schilf, L., In a Rapidly Changing World, who is a Designer? *Chicago Design Week*, Chicago, IL, 2018
3. Hui, J., Gerber, E., Burnett, B., Dombrowski, L. Gray, M., & Salehi, N., Computer Supported Career Development in the Future of Work, *ACM Conference on Computer Supported Cooperative Work*, New Jersey, 2018
4. 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
5. 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
6. 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

Products

1. Gerber, E. MockUps Game, 2017 *Worlds of Learning's Top Ten Makerspace Favorites in 2018

Keynote Presentations

1. "Building an Impactful Research Program," Jacobs Foundation, Germany, 2018
2. "Collective Innovation: The Future of Hackathons" Workshop on Hackathons, Conference on Computer Human Interaction, 2018
3. "Building an Innovation Program," Brown and the Innovation Economy, Brown University, Providence, RI, 2017
4. "The Future of Collective Innovation," John Seeley Brown Symposium, School of Information, University of Michigan, Ann Arbor, MI, 2016

Invited Talks

1. "Scaling Up Innovation," Jones Seminar Series, Dartmouth College, Hanover, NH, 2017
2. "Scaling Up Innovation Through Collective Innovation," School of Education, Stanford, CA, 2017
3. "The Future of Collective Innovation," Creative Technology Lab, Adobe Research, San Francisco, CA, 2017
4. "The Future of Collective Innovation," Mechanical Engineering, University of California, Berkeley, CA, 2017
5. "The Future of Collective Innovation," University of California, Santa Cruz, CA, 2017
6. "Understanding Brainstorming" Graduate School of Business, Stanford University, Stanford, CA, 2017
7. "The Future of Collective Innovation, University of Washington, Seattle, WA, 2016
8. "Open Creativity and Design," Design 3.0, Kaist ID Daejeon, South Korea, 2016
9. "Empowering all of us, for all of us," Smith College, MA, 2016
10. "The Future of Collective Innovation," Berkeley Institute of Design, Berkeley, CA
11. "The Future of Collective Innovation," Open and User Innovation Conference, Harvard Business School, Cambridge, MA, 2016
12. "The Future of Collective Innovation," Collective Intelligence, New York, NY, 2016
13. "The Future of Collective Innovation," Northwestern's Institute for Policy Research, Evanston, IL, 2016
14. "Return on Innovation," Sandbox, MIT, Cambridge, MA 2016
15. "Organizations and Technology to Empower Collective Innovation," CSCW at Scale, School of Information, University of Michigan, 2016
16. "Learning and Assessment," Northwestern University, Evanston, IL 2015
17. "Organizations and Technology to Empower Collective Innovation," NYU Stern Business School, NYC, 2015
18. "Social Impact in Higher Education," Net Impact, Seattle, WA, 2015
19. "Best Practices for Academic Maker Spaces," Venture Well, Open Conference, Washington, DC, 2015
20. "Research Based Program Assessment: Measuring Innovation Self Efficacy," Venture Well, Open Conference, Washington, DC, 2015
21. "Human Centered Innovation," Dartmouth College, Hanover, NH, 2015
22. "Do-it-Together: Opportunities and Challenges for Collective Innovation," Cornell University, Ithaca, NY, 2014
5. "Organizations and Technology to Empower Collective Innovation," DUB, Human Centered Design and Engineering, University of Washington, Seattle, WA, 2014
6. "Crowds, Computers, and Creativity: The Future of Design," University of California, Berkeley Design Institute, Berkeley, CA, 2014

7. "Crowdfunding Creative Work," Art Institute of Chicago, Chicago, IL, 2013
8. "The Role of Social Computing in Innovation," Illinois Institute of Technology, Chicago, IL, 2013
9. "Crowds, Computers, and Community: The Future of Design," University of California, San Diego, CA, 2013
10. "Crowds, Computers, and Community: Understanding How Innovation Happens," University of California, Irvine, CA, 2013
11. "Understanding the Role of Crowdfunding in Innovation," Penn State, College Station, PA, 2013
12. "Educating the Next Generation of Social Impact Designers", National Endowment for the Arts, New Haven, CT, 2013
13. "Micro-volunteering: Helping the Helpers in Development," Computer Supported Cooperative Work, San Antonio, TX, 2013
14. "Crowdsourcing and Innovation," Carnegie Mellon University, Pittsburgh, PA, 2013
15. "Design-It-Together: The Role of Crowdsourcing in Innovation, Media, Technology, and Society, Northwestern, Evanston, IL, 2012
16. "The Design-It-Together Movement," TedX, University of Chicago, IL, 2012
17. "The Design-It-Together Movement: The Case of Design for America," Industrial Designers Society of America, Midwest Conference, Chicago, IL, 2012
18. "Innovation Self-Efficacy: Changing People's Beliefs Through and By Design," School of Design, Carnegie Mellon, Pittsburgh, PA, 2012
19. "Innovation Self-Efficacy: Changing People's Beliefs Through and By Design," Department of Design and Environmental Analysis, Cornell University, Ithaca, NY, 2012
20. "Positive Innovation: Helping People Thrive Through and By Design" Segal Design Institute, Northwestern, Evanston, IL, 2011
21. "Affective Computational Priming" School of Education and Public Policy," Northwestern, Evanston, IL, 2011
22. "Technology that Motivates Innovation: Influencing Autonomy, Connectedness, and Competence," School of Communications, Northwestern, Evanston, IL, 2011
23. "Technology, Affect, and Creative Problem Solving" Human Computer Interaction Institute Seminar Series, Carnegie Mellon, Pittsburgh, PA, 2011
24. "Positive Design: Helping People Thrive Through and By Design," College of Human Ecology, Cornell, Ithaca, IL, 2011
25. "Positive Design & Innovation," Colleges of Business and College of Human Ecology, Cornell, Ithaca, NY, 2011
26. "Technology, Affect, and Creative Problem Solving," HCI Seminar Series, University of Illinois, Champaign Urbana, IL, 2011
27. "Using Technology to Motivate Creative Action," Computer Science and Artificial Intelligence Seminar Series, MIT, Cambridge MA, 2011
28. "Technology that Activates: Priming Emotion and Achieving Goals," Computer Science Seminar Series, Tufts University, Somerville, MA, 2011
29. "Using Technology to Motivate Creative Action," Mechanical Engineering Seminar Series, MIT, Cambridge MA, 2011
30. "Using Technology to Motivate Creative Action," HCI Seminar Series, Stanford University, Stanford, CA, 2011
31. "Design for America: Changing People's Beliefs in Themselves Through and By Design," CUSP Conference: The Design of Everything, Chicago, IL, 2010

32. "Design for America: Thinking about Innovation Education Outside of the Box," Design Chicago, Northwestern University, Evanston, IL, 2010
33. "Designing for Engagement," Jones Lecture Series, Thayer School of Engineering, Dartmouth College, Hanover, NH, 2010
34. "Innovation Processes and Spaces," Innovator Lecture Series, Management, Learning, and Organizational Change, Northwestern University and Catalyst Ranch, Chicago, IL, 2009
35. "Devotion to an Innovation Process: The Case of Human Centered Design," MIT Media Lab, MIT, Cambridge, MA, 2008
36. "Devotion to an Innovation Process: The Case of Human Centered Design," Segal Institute of Design, Northwestern University, Evanston, IL, 2008
37. "Devotion to an Innovation Process: The Case of Human Centered Design," Saunders College of Business, Rochester Institute of Technology, Rochester, NY, 2007
38. "Observation as a Tool for Designing for Extreme Affordability," Hasso Plattner Institute of Design, Stanford University, Stanford, CA, 2007
39. "Storytelling as a Tool for Design," Hasso Plattner Institute of Design, Stanford University, Stanford, CA, 2006
40. "Improvisation in Design," Department of Mechanical Engineering, Stanford University, Stanford, CA, 2006
41. "The Birth of a Knowledge Broker," Department of Engineering, Dartmouth College, Hanover, NH, 2006
42. "Sharing Creative Control" Department of Management Science & Engineering, Hasso Plattner Institute of Design, Stanford University, Stanford, CA, 2006
43. "The Unintended Consequences of Management" Department of Engineering, Dartmouth College, Hanover, NH, 2005

Selected Press Coverage

1. Design Star, *Northwestern's McCormick Magazine*, 2018
2. Sproutel: How Design Roadmapping Helped Improved Children's Health and Guide a Growing Company, *Harvard Business Review*, 2018
3. Affordability, campus environment top campus stressors, *Education Dive*, 2017
4. The Rise of Public Sector Crowdfunding, *The Atlantic's City Lab*, 2017
5. Chicago Entrepreneurs Shine Light on Preventing Elderly Falls, *Chicago Tonight*, 2017
6. Crowdfunding, NPR's Marketplace, 2017
7. Chicago Students Head West for Tech Culture Immersion, *Chicago Inno*, 2017
8. Why People Mourn the Death of the VCR and other outdated technology, *Washington Post*, 2016
9. Crowdsourcing to Get Ideas, and Possibly Save Money, *New York Times*, 2016
10. How Crowdfunding Influences Innovation, *Sloan Management Review*, 2016
11. Mettre de soi dans un projet, *Hemispheres*, 2016
12. Have We Reached the End of Education as We Know It? The Nation's Top Experts Sound Off, *Make it Better*, 2016
13. Design for America's Dr. Elizabeth Gerber Shows How Human-Centered Design Can Change the World for Good, *The Huffington Post*, 2015
14. The Uncertain World of Crowdfunding Your Day in Court, *Wired*, 2015
15. Design for America Students Help Those Living with Down Syndrome, *ABC News*, 2015
16. How Are Universities Grooming the Next Great Innovators? *The Smithsonian Magazine*, 2015

17. How Crowdworkers became the Ghosts in the Digital Machine. *The Nation*, 2014
18. Big Kickstarter Campaign Overwhelms Radiate Athletics. *The Wall Street Journal*, 2014
19. It's Not Nagging: The Power of Persistent Redundant Communication. *Forbes*, 2013
20. The Millennials. *Architect Magazine*, 2013
21. The Unregulated Work of Mechanical Turk. *New York Times*, 2013
22. 40 under 40: Meet Chicago's Next Generation of Leaders. *Crain's Chicago Business Week*, 2013
23. Scientists Experiment with Crowdfunding. *Physics Today*, 2013
24. Engaging Online Crowds in the Classroom Could Be An Important Tool for Teaching Innovation. *Communications of the ACM*, 2013
25. Got a Kickstarter Project? This Man Can Predict Within Four Hours If It Will Fail. *The Guardian*, 2013
26. Tool Accurately Predicts Whether a Kickstarter Project Will Fail. *Popular Science*, 2013
27. Crowdfunding. *ABC News*, 2012
28. Crowdfunding. *Toronto Star*, 2012
29. Genius Idea: Design that Helps Us Thrive. *Oprah Magazine*, 2012
30. Top 100 in Public Interest Design. *Public Interest Design*, 2012
31. Best of 2012: Visionaries, Organizations, and Innovations Changing the Way we Learn. *Good Magazine*, 2012
32. What Makes a Kickstarter Campaign Successful. *Socialtimes.com*, 2012
33. Teaching Entrepreneurs Crowdfunding Strategies. *Crowdsourcing.org*, 2012
34. It's Not Nagging. Why Persistent Redundant Communication Works. *Harvard Working Knowledge*, 2011
35. The United States of Design. *Fast Company*, 2011
36. Millennials Are the MacGyvers of Business. *Harvard Business Review Blog*, 2011
37. Should design be taught as an entrepreneurial skill? *Smartplanet.com*, 2011
38. 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 (28,500 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. Kristine Lu, Designing a Collective Intelligence System to Support Participative Decision-Making, Learning Sciences, PhD expected in 2021
2. Spencer Carlson, Deliberation Tools, Learning Sciences, PhD expected in 2020
3. Eureka Foong, Online Feedback Exchange to Support Design Innovation, Technology and Social Behavior, PhD expected in 2020
4. Emily Harburg, Socio-technical Systems for Help-seeking and Giving, Technology and Social Behavior, PhD, 2018 (UX Intern, Facebook, Founder of Brave Initiatives)
5. Michael Greenberg, Recruitment and Retention in Crowdfunding Communities, Technology and Social Behavior, PhD expected in 2019 (UX Researcher, Facebook)
6. Daniel Rees Lewis, Coaching in Social Innovation Networks, Learning Sciences, PhD, 2018
7. Julie Hui, Social-technical Systems for Innovators, Mechanical Engineering, PhD, 2017 (UX Intern, Microsoft and Facebook, Faculty, 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 Society, PhD expected in 2020
2. Noah Liebman, Understanding Technology Use Among Sound Engineers, Technology and Social Behavior, PhD expected in 2019
3. Yungsong Kim, Understanding Trust and Delays in Crowdfunding, Technology and Social Behavior, PhD expected in 2019
4. Elizabeth Hunter, Using Video to Promote Designs in Crowdfunding, Theater, PhD, 2018
5. Natalia Smirnov, Scaling Social Innovation Networks, Learning Sciences, PhD expected in 2019
6. Gulu Saiyed, Using Social Media to Promote Designer Empathy, Learning Sciences, PhD expected in 2019
7. Anna Bethune, Leadership Laddering in Civic Innovation, Learning Sciences, PhD expected in 2019
8. Colin Fitzpatrick, Computer Supported Novice Critique, Technology and Social Behavior, PhD, 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 2019
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 (Principal User Experience Designer, iRobot)

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. Geneva Vest, 2018
2. Ken Hunter, 2018, Project Coordinator, Greenhouse Project
3. Deniz Alpley, 2017, UX consultant, Graveflex
4. Michelle Baverman, 2017, Design Analyst, Gensler
5. Allison Cheng, 2016, UX designer, Shure Incorporated
6. Catherine Chung, 2016, Marketing Associate, DESIGNxRI
7. Stacy Klingbeil, 2015, Design Strategist)
8. Brandon Rivero-Melo, 2015, Game Design Master's Student, University of Utah
9. Rob Calvey, 2015, Learning Coordinator, Design for America
10. Julian Bongiorno, 2015, Co-founder, Art-ly
11. Giselle Malina, 2014, Medical School Student, University of Illinois
12. Thea Klein, 2013, Garden Educator, Washington State Garden
13. Kayla Matheus, 2013, CEO, Mobi
14. Yuri Malina, 2012, COO, Swipesense
15. Mert Iseri, 2012, CEO, Swipesense

BA/BS

1. Melody Park, Pair Research: Increasing Productivity in Research Teams, BS, 2018
2. Florence Yu, Innovation in Large Scale Organizations, BS, 2018
3. Wendy Roldan, Helping Seeking in Maker Spaces, BS 2018 (PhD student, U. of Washington)
4. Alex Sher, Social Innovation Networks, BA 2018
5. Andres Mohring, Social Innovation Networks, BS 2017
6. Shannon Nachreiner, Understanding Help Seeking in Maker Spaces, BS 2016 (IT Program Management Intern, Ford)
7. Stephen Antonoplis, Identity Based Motivation and Crowdfunding, BS, 2016 (PhD student, UC Berkeley)
8. Elizabeth Jin Chou, Social Support Online, BS 2016
9. Pratap Jayaram, Collective Innovation, BS 2017
10. Joon 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 2016 (Business Manager, Empowerment Plan, Venture for America)
14. Bryan Berger, Social Computing and Innovation, BS 2016 (Designer, 3M)
15. Nicole Chu, Crowdfunding Platforms, BS 2016 (Engineer, Vox Media)
16. Alan Besquin, Crowdfuding 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. Design for America team, Pairwise raised \$1 million in seed funding
2. Kristine Lu selected as Design Research Cluster Fellow, 2018
3. Eureka Foong selected as an Advanced Research Fellow, 2018
4. Spencer Carlson selected as Design Cluster Research Fellow, 2017
5. Service Design Class, Design Management Innovation Award: Design Value, 2017
6. Design for America Headquarters nominated for Cooper Hewitt Design Award, 2017
7. Design for America Team, Luna Lights receives Detroit's We Work Creator Launch Award, 2017
8. Aaron Horowitz selected for the Young Entrepreneur Award, Small Business Award, Rhode Island, 2017
9. Daniel Rees Lewis selected as Segal Design Fellow, 2016
10. Stephen Antonopolis selected as a NSF Graduate Fellow, 2016
11. Design for America team, Luna Lights, selected for Twin Cities Foundation Award, 2015
12. Yongsung Kim selected as a Segal Design Fellow, 2015
13. Hannah Chung and Aaron Horowitz invited to the White House to meet President Obama, 2015
14. Design for America team, Luna Lights, selected for Health Box Incubator, 2014
15. The 2014 Good 100: Jerry the Bear, The Grateful Ted, Good Magazine, 2014
16. The 2014 Good 100: Yuri Malina, Germ Enemy, Good Magazine, 2014
17. Design for America team wins UIUC Chancellor's Public Engagement Student Fellowship, 2014
18. Gulu Saiyad selected as Segal Design Fellow, 2014
19. Daniel Rees Lewis selected for the Northwestern Advance Cognitive Fellowship, 2014
20. Emily Harburg selected as NSF Graduate Fellow, 2014
21. Mert Iseri and Yuri Malina selected as top 20 business leaders in their 20's by Crain's Business Week, 2013
22. Hannah Chung selected by Warren Buffet for top Start Up Pitch, 2014
23. Design for America's Swipe Sense as Top 10 WSJ Startup of the Year, 2014
24. Design for America's Sammy Lin wins Buick Achievement Scholarship, 2013
25. Julie Hui and Mike Greenberg selected as NSF Graduate Fellows, 2013
26. Julie Hui and Mike Greenberg selected as Segal Design Fellows, 2013
27. Hannah Chung selected as top 15 female tech entrepreneurs to look out for in 2012
28. Design for America UCLA team wins Johnson and Johnson Be Vital Challenge, 2012
29. Design for America team wins Open IDEO Award, 2012
30. Design for America team, Sproutel, selected for Beta Spring, a startup incubator, 2011
31. Design for America team, Swipesense, selected for Health Box, a startup incubator, 2011
32. Patent for a Toy for Diabetic Children by Design for America Team, 2011

33. Semi-finalists of the national Diabetes Mine Challenge for Design for America, 2011
34. Boeing Company Award for Design for America, 2011
35. Semi-finalist for the Dell Social Innovation Competition for Design for America, 2011
36. Patent for a Hand Sanitation Device by Design for America Team, 2010
37. Sheena Lewis, NSF Graduate Fellowship, 2010
38. Winner of Northwestern's Entrepreneurial Idol Competition for Design for America 2010
39. Water Health and Development Field Exchange for Design for America, 2010
40. Northwestern's Breed Fund for Design for America, 2009
41. Northwestern's Initiative for Sustainability and Energy Grant for Design for America, 2009
42. Winner of the national Diabetes Mine Challenge for Design for America, 2009
43. 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. Chair, Design for America Leadership Summit, 2011-present
2. Director of the Design Research Cluster, 2015-present
3. Advisor, Women in Computing, 2015-present
4. Faculty mentor, Summer Research Opportunity Program (SROP) program, 2012 - present
5. Faculty mentor, Undergraduate Research Opportunity Program (UROP) program, 2012-present
6. Center for Civic Engagement Committee, 2009-present
7. OpED Project Thought Leaders Fellows Selection Committee, 2013-2014
8. Advisor for the SPG, the Graduate Student Improvisation Group, The Graduate School, 2008-present
9. Advisor for the Ready, Set, Go Program, a program designed to empower researchers with communication skills, The Graduate School, 2011-2015