

# Denise Cheng

Nosy Parker at MIT Comparative Media Studies and Media Lab

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## Summary

“The important thing is this: To be able at any moment to sacrifice what we are for what we could become.”

—Charles Dubois

Comprehensive portfolio at [hiDenise.com](http://hiDenise.com)

@hiDenise

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## Experience

### **Research Affiliate at MacroConnections @ MIT Media Lab**

2013 - Present (1 year)

### **Research Assistant at MIT Center for Civic Media @ MIT Media Lab**

2012 - Present (2 years)

### **Member of the Board of Directors at Western College Program Alumni Association**

2010 - 2014 (4 years)

### **Research and Outreach Editor at The Journalism Accelerator**

November 2011 - March 2012 (5 months)

### **Citizen Journalism Coordinator at Community Media Center**

May 2009 - October 2011 (2 years 6 months)

GRCMC staff for The Raptidian, a citizen journalism project funded by the Grand Rapids Community Foundation and the Knight Foundation.

- Responsible for reporter and volunteer recruitment, retention and outreach to organizations. General public interface
- Organize and facilitate town halls, press pits for reporters, PR and nonprofits, and GR Drupal meetup
- Developmental copy editing for new reporters
- Responsible for setting up bureaus in each of GR's quadrants as physical components to the news site
- Collaborate with other staffers on strategy and execution concerning sustainability, retention and site development
- Research, coordinate, record and edit segments for Catalyst Radio, The Raptidian's radio partner, to feature media analysis and showcase local grassroots efforts, nonprofits and Raptidian reporters.

*4 recommendations available upon request*

### **Member of the Board of Directors at Midtown Neighborhood Association**

2010 - 2010 (less than a year)

The mission of MNA is to unite neighbors, build neighborhood pride, and create an attractive community in which to live, work and play. Main involvement is in event planning and online communication/engagement.  
*2 recommendations available upon request*

**Access 2.0/New Media Vista at Portland Community Media**

July 2008 - July 2009 (1 year 1 month)

- Regular duties included familiarizing staff with social media, contributing to a Drupal work group, and handling marketing and design related to social media and the Internet.
- Initiated, developed and submitted a grant proposal to the Knight News Challenge targeting immigrants, minorities and Millennials in which mobile phones are used as media creation devices and audio content would be distributed via a social media platform.
- Taught workshops in digital storytelling, video for the Internet and personal branding through social media.

*3 recommendations available upon request*

**Small Business Adviser at Peace Corps**

June 2007 - January 2008 (8 months)

- Collaborated with host country nationals to create income-generating opportunities in rural Hlotse Valley.
- Worked with external organizations to explore water irrigation for improvement of agricultural production and helped refine ideas for a local agricultural training center as an educational alternative for youth.
- Initiated project to train and support HIV/AIDS orphans and widows by establishing a community garden.

**Intern at The Oxford Press**

January 2006 - May 2007 (1 year 5 months)

Learned the production process and became acquainted with the Oxford community and nearby Miami University through reporting for a small town paper.

**Editorial Intern at In These Times**

June 2006 - August 2006 (3 months)

Fact checked articles, organized magazine library and morgue, and came to have a thorough understanding of the advocacy journalism landscape. Also came to understand Chicago's distinct political and social culture.

**Resident Assistant at Miami University**

August 2004 - May 2006 (1 year 10 months)

- Resident Assistant for the International Living-Learning Community (2004-2005) & MOSAIC: Diversity Community (2005-2006)
- Organized programs on different levels by networking with university offices, students organizations and outside businesses.
- Developed strong conflict resolution style, handled emergency situations and supported residents in distress.

## Publications

### **The Peer Economy Will Transform Work (or at Least How We Think of It)**

Harvard Business Review December 18, 2013

Authors: Denise Cheng

### **Reading More but Learning Less? Having Information vs. Being Informed**

Room for Debate - The New York Times October 23, 2012

Authors: Denise Cheng

Column on internet literacy alongside Cass Sunstein, Melvyn Dubofsky, Nicholas Carr, Eli Pariser, Carrol Doherty

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## Skills & Expertise

**Copy Editing**

**Blogging**

**Research**

**Editing**

**Final Cut Pro**

**Photoshop**

**InDesign**

**Community Building**

**Interviewing Skills**

**Peer economy**

**Sharing economy**

**Media literacy**

**Digital literacy**

**Reporting**

**HTML**

**Audacity**

**Adobe Illustrator**

**Adobe Photoshop**

**Adobe InDesign**

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## Education

### **MIT**

Master of Science (M.S.), Comparative Media Studies, 2012 - 2014

### **CUNY Graduate School of Journalism**

Fellowship, Entrepreneurial Journalism, 2012 - 2012

### **Miami University**

B.Phil, Interdisciplinary Studies: Global & Cultural Journalism; Italian (Minor), Political Science (Minor)

Activities and Societies: Students for Peace & Justice, Green Oxford, Western College Community Life

*5 recommendations available upon request*

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## Languages

<b>English</b>	(Native or bilingual proficiency)
<b>Mandarin</b>	(Limited working proficiency)
<b>Spanish</b>	(Limited working proficiency)
<b>Italian</b>	(Limited working proficiency)
<b>Sesotho</b>	(Professional working proficiency)

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## Honors and Awards

- Young Nonprofit Professionals Network of Greater Grand Rapids - Good to Great Award winner, 2010
- Western College Program Dean's Alumni Advisory Committee Special Service Award, 2007
- Senior Service Leadership Award, 2007
- Edward J. Montaine Scholarship for English & Journalism, Honorable Mention, 2006

## Interests

Yoga, growing food, media, hacker journalists, crowdsourcing, global and cultural awareness, design, cultures, languages, piano, climbing, biking, swimming

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# Denise Cheng

Nosy Parker at MIT Comparative Media Studies and Media Lab

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## 14 people have recommended Denise

"Ms. Denise Cheng has been my Editorial Mentor at The Raptidian since the publication's inception. We have also partnered together around literacy and poverty issues in the community. I wholeheartedly endorse Ms. Cheng. She is intelligent, hard-working, empathetic, and most importantly, passionate about what she does for the community. As my Editorial Mentor, Ms. Cheng has helped me to improve my journalistic writing style, challenges me to report on issues I am passionate about, and encourages me to infuse my writing with the creativity she sees in me. I am constantly learning from her, and that motivates me to continue contributing to The Raptidian. I have also worked with Ms. Cheng in partnering around literacy and poverty issues in the community through my work at the Literacy Center of West Michigan. She encourages the Literacy Center to write articles about community literacy on The Raptidian's Non-Profit Neighbors page which has enhanced our ability to advocate for improved literacy in the community and has drawn volunteer tutors to our organization. She has also facilitated partnerships between the Literacy Center and other service providers in serving the community's needs. And perhaps most notably, Ms. Cheng has been an advocate for our underrepresented adult students in creating avenues for them to express their voices in the media. Ms. Cheng's passion and heart for our students is apparent in her efforts to do so. I would be happy to answer any questions about Ms. Denise Cheng. Please e-mail me at [lmcholme@literacycenterwm.org](mailto:lmcholme@literacycenterwm.org)."

— **Lindsay McHolme**, *Community Literacy Liaison, Literacy Center of West Michigan*, was with another company when working with Denise at Community Media Center

"When I decided to become a Citizen Reporter for The Raptidian, I was brand new to the journalism world. Denise worked with me very closely and greatly helped me to improve my skills. Her passion and determination as a journalist and editor helped me realize my career in journalism. I have the utmost confidence that she would have equal success with other new reporters."

— **Nick Manes**, *Editorial Mentor/Citizen Journalist, The Raptidian*, worked indirectly for Denise at Community Media Center

"Denise arrived in Grand Rapids with plenty of ideas — as well as lots of energy and determination that helped turn those ideas into reality. She has challenged those of us in "traditional" media to try new ways of thinking, and brings a truly collaborative spirit to citizen journalism. It's hard to imagine The Raptidian being where it is today without her role in its development. Where initially there may have been uneasiness about this new phase of local media, Denise has helped us imagine what's possible."

— **Darin Estep**, *deputy news editor, The Grand Rapids Press*, was with another company when working with Denise at Community Media Center

"In the short time I got to work with Denise on the development of "The Ravidian" I figured out she is always ready for anything and always have a plan. Denise is a extremely hard worker and has done a fabulous job bringing "The Ravidian" to fruition in Grand Rapids. As an new member of the Grand Rapids community Denise also showed her ability to adapt and become a part of the community. She worked hard to ensure she knew about the community, and all her partners, so that she could do the best she could for her work!"

— **Tera Qualls, M.P.A.**, *Program Coordinator, Johnson Center for Philanthropy*, worked directly with Denise at Community Media Center

"My position as CPTED Coordinator at Midtown Neighborhood Association was supervised by the Midtown Board of Directors. The goal of my position was to increase public safety and neighbor involvement with the direction of the board. Denise was part of the decision making process and direction of my position. As a member of the working board Denise Cheng participated in local events and fundraisers, and sat on committees that worked toward positive change community. Denise had creative insights and valuable ideas for increasing community involvement and neighbor networking. Her social media skills bolstered our visibility in the community, broadening our ability to advertise for events and other public safety concerns. It was a pleasure working with Denise, her creative ideas and enthusiasm created a pleasant atmosphere for work."

— **Amy Bowditch**, *Neighborhood Organizer, CPTED Coordinator, Midtown Neighborhood Association*, worked indirectly for Denise at Midtown Neighborhood Association

"Denise's enthusiasm and go-getter attitude made her a pleasure to work with during our time on the Midtown Neighborhood Assoc. (MNA) board. She worked hard, helping with outreach to her neighbors, co-organizing a block party, and promoting Midtown to the community at large. She started an account for the MNA to promote local activities on the Ravidian, a citizen journalism driven news website and helped with press releases for our staff and consultants."

— **Joshua Duggan**, *Secretary, Midtown Neighborhood Association*, worked directly with Denise at Midtown Neighborhood Association

"Denise is simply amazing. She is incredibly detail oriented and brings so many skills to our organization. She has a great knack for project planning, a fantastic eye for graphic design and a great "make it happen" attitude. I would love to continue our professional relationship beyond her current work term."

— **Peter Poire-Odegard**, *Community Media Facilitator, Portland Community Media*, managed Denise indirectly at Portland Community Media

"Denise brings many exceptional skills to the workplace. She is an extremely quick learner, is dedicated and reliable. Denise is focused on results, and is very effective in collaborative work environments. Denise has the unique ability to spot trends in new media and the way that media is consumed in our society. Denise is a tireless researcher and has the rare ability to synthesize the data and people's concerns and needs into a solution. She's passionate about her work, completely invested in her projects, and driven to succeed. I appreciate having had the opportunity to work with Denise!"

— **Bea Coulter**, *Programming & Content Development Manager, Portland Community Media*, managed Denise at Portland Community Media

"Denise constantly brings with her a fresh perspective resulting in creative solutions and work-arounds. She handles her projects and deadlines in a very responsible manner. Her attitude and personality have always helped progress group-projects toward successful results. Denise is a research machine. Her talent in journalism is essential in crafting large research documents which are always clearly written and organized. She has a very good grasp on multiple aspects of Project Management. Denise is highly organized. I have no doubt that she would make a valued asset to any group or organization."

— **Jacob Ostrum**, *Alternative Media Facilitator, Portland Community Media*, worked directly with Denise at Portland Community Media

"I had the good fortune to meet Denise while she was in Chicago for an editorial internship and organized events for alums of Miami University's Western College Program. The kind of energy and drive that she showed in Chicago was really apparent during her fourth and last year at the Western Program. She was an amazing source of information, analysis, and wisdom as the Program was fighting for survival and an important link for we alums back to the school (we studied at the same place, not together). Her energy and commitment was simply outstanding as she took on not just her classwork-- but also her senior project, her work for the Oxford Press, and tirelessly working for the future of the Western Program. She played a critical role in securing a new commitment to individualized, interdisciplinary education at Miami."

— **David Rankin**, *Vice President of Programs, Great Lakes Protection Fund*, studied with Denise at Miami University

"Although I never had the pleasure of having Denise Cheng as a student in my class, I know her quite well as a bright, active leader in the student community of the School of Interdisciplinary Studies (Western College Program) at Miami University in Oxford, Ohio. Denise is a young woman with many talents. I will illustrate by describing how she helped me with my research. I am a research psychologist and had just returned from a trip of several weeks in Italy where I had worked with colleagues interested in the psychology of human interactions in Virtual Reality environments. My colleague had developed an instrument to measure "the feeling of social presence in virtual environments" in Italian. Without payment or college credit, Denise Cheng translated the instrument from Italian to English. My Italian colleagues were quite impressed. I use this example because it demonstrates her intelligence and helpfulness. I would be delighted to have Denise Cheng work for me because she would clearly be a tremendous asset. I recommend her whole-heartedly."

— **Christopher Wolfe**, *Professor of Interdisciplinary Studies, Miami University*, studied with Denise at Miami University

"In my work with Denise, I was particularly impressed with her ability to bring together a diverse and geographically disbursed group of strangers and build us into a cohesive, effective advocacy group. Her ability to work with a wide range of communications tools including Listservs, e-mail lists, wikis, and good old fashioned telephone calls enabled her to mobilize our group quickly and strategically. I was also

particularly impressed with her ability to work with a wide age range as part of this process."

— **Ann Rosenfield, CFRE**, *Director, Major Gifts, CNIB*, advised Denise at Miami University

"Ms. Denise Cheng was a delightful student to have in class and to know out of class: energetic, peppy, fully and enthusiastically engaged, outgoing and gracious. She worked hard, took a stake in her own education, and enlivened the classroom with her enthusiasm and bonhomie. As a student leader who valued and tried to preserve the Interdisciplinary Studies Program, in which she majored, when the administration proposed to discontinue it, she motivated other students and many faculty to join the cause, contacted and energized alumni of the program, and confronted administrative bodies in informed and constructive dialogue. She was a truly excellent student and community member of this university, both as an academically talented high achiever in the classroom and as a fully invested citizen committed to the betterment of the academic institution and the wider community. I recommend her very highly indeed."

— **Sante Matteo**, *Professor, Miami University*, taught Denise at Miami University

"Denise became a voice for students during a difficult transitional time at Miami University. She communicated student concerns calmly and clearly with the administration and alumni and garnered the respect of many people."

— **Jane Sharp**, *Special Projects Manager, Dept of Human Services*, studied with Denise at Miami University

[Contact Denise on LinkedIn](#)



# Rodrigo Davies

Civic Technologist and Researcher

rodrigo.davies@gmail.com

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## Summary

Rodrigo is a civic technologist and researcher who designs, builds and analyzes tools to help communities and governments collaborate for social good. He is a final year master's student at MIT and will be joining Stanford as a doctoral student in Fall 2014.

As part of his research at MIT, Rodrigo founded the Civic Crowdfunding Research Project, a platform for social research on crowdfunding, and co-leads Build Peace, a conference that brings together peacebuilding practitioners and technologists to think about new ways to resolve conflict and rebuild communities. He has served as an adviser, product manager and practitioner on civic projects with the Mayoral offices of San Francisco and Boston, the United Nations Development Program, the UK-based crowdfunding platform Spacehive and Gateway House, a Mumbai-based foreign policy think tank.

Rodrigo has been invited to speak about civic technology, design and engagement by SXSW Interactive (Austin, TX), Personal Democracy Forum (NYC), the Library of Congress, Harvard's Berkman Center for Internet and Society, the Association for Computing Machinery (ACM), Kansas City Community Capital Fund and Boston Civic Expo.

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## Experience

### **Co-Founder at Build Peace**

October 2013 - Present (7 months)

Organizing a conference at the MIT Media Lab in April 2014 bringing together peacebuilding practitioners and technologists to think about new ways to resolve conflict and rebuild communities. Sponsored by the Center for Civic Media, ICT4Peace Foundation, Mercy Corps and New Markets Advisors.

More details: <http://howtobuildpeace.org>

### **Teaching Assistant at Massachusetts Institute of Technology (MIT)**

September 2013 - Present (8 months)

Teaching Assistant for Communicating with Mobile Technology course (CMS.789), Spring 2014.

- Working with student teams developing mobile applications, providing guidance on design and UX.

Teaching Assistant for the Civic Co-Design Studio course (CMS.862), Fall 2013.

- Working with community organizations, media partners and students from MIT, Harvard and Boston University to develop innovative media projects that address local issues.

### **Research Assistant at MIT Center for Civic Media**

## **September 2012 - Present (1 year 8 months)**

Researching new technologies that foster civic engagement, make a positive impact on the political process and fill the information needs of communities.

Founder of the Civic Crowdfunding Research Project ([civiccrowdfunding.com](http://civiccrowdfunding.com)) to advance social research on crowdfunding. Invited to speak on the topic at SXSW Interactive 2013, Personal Democracy Forum 2013, the Library of Congress and Harvard's Berkman Center for Internet and Society.

Project manager of the design and implementation of Call to Action, a web platform for building interactive telephone lines for civic purposes, using the VoIP Drupal distribution. Led a participatory design process bringing together users, designers, software developers and policy specialists. Research published by the Association of Computing Machinery (ACM), September 2013.

Lead developer of Fresh Food Boston, a web application to promote healthy eating among Boston youth, with the City of Boston's Office of Food Initiatives and the Mayor's Office of New Urban Mechanics.

## **Public Service Fellow at Massachusetts Institute of Technology (MIT)**

December 2013 - February 2014 (3 months)

Designed and led Fund Camp, a workshop for Kansas City non-profit organizations on fundraising and engagement strategies including crowdfunding. Leading the development of an open-source crowdfunding toolkit for civic projects alongside non-profit partners. Conducted qualitative research into non-profit campaigns to crowdfund the city's bikeshare scheme, the only community-funded system of its kind.

Keynote speaker at the Kansas City Community Capital Fund's Community Development Conference, held at the Kaufman Foundation, January 2014.

## **Summer Innovation Fellow at San Francisco Mayor's Office of Civic Innovation**

June 2013 - August 2013 (3 months)

Supporting initiatives by Mayor Ed Lee's Office of Civic Innovation in crowdsourcing, civic engagement and community development. Consulting with a range of municipal departments on technology strategies.

Designed a data format to standardize public notifications across the city. Developed a piloting and deployment strategy with partners in municipal agencies and a local software company.

Led the development of a crowdfunding strategy for Living Innovation Zones, a public-private partnership to create urban incubators for local civic technology startup companies.

Built a web application and communications strategy with the Health Department to inform San Franciscans about their entitlements and requirements under the Affordable Care Act. Developing an SMS-based tool to reach underserved communities.

## **Policy and Strategy Advisor at Spacehive**

June 2012 - May 2013 (1 year)

Advisor on policy and business development strategy for the UK's first crowdfunding platform for regeneration projects in the built environment. Built relationships with stakeholders in local government, business and the third sector to deliver community-led regeneration.

Co-developed a partnership model to enable government agencies, interest groups and foundations to build multi-project crowdfunding strategies. Delivered a partnership with the Association of Town Centre Managers that is expected to deliver £3 million of urban projects in 2013.

### **Online Editor, GQ India at Conde Nast India**

2010 - 2012 (2 years)

Co-founding editor of Conde Nast's digital editorial team in India. Led the launch of GQIndia.com and apps for BlackBerry, iPhone, iPad and WAP platforms.

Managed 3 staff and 15 freelancers, including recruitment, budgeting and contract negotiation.

Developed multimedia editorial strategy and content, including producing and directing video, social media, blogs and weekly newsletter. Built GQ's largest social media following outside the US.

Advised on custom content solutions for advertising clients, including mobile apps, social media and editorial, using Google Analytics to track and optimize campaigns.

*1 recommendation available upon request*

### **Advisor and Researcher at Gateway House: Indian Council of Global Relations**

2010 - 2012 (2 years)

Provided key advice on a joint public education project between Gateway House, a foreign policy think tank, and a major cafe chain.

Designed the organization's social media and content strategy through a process of staff consultation, audience research and competitor analysis. Edited policy papers and contributed articles.

### **Broadcast Journalist at BBC**

2006 - 2010 (4 years)

Covered music and entertainment for BBC 6 Music (radio and online), including interviews, packages, live correspondent pieces and podcasts.

Conducted live field reporting at music events in the UK and overseas, taking end-to-end responsibility for delivering content to deadlines.

Interviewed artists, produced radio and television features and reported live for the BBC News Channel (TV). Reported for BBC Radio 4, Radio 5 Live, World Service and Australia's JJJ Radio.

Planned, researched and wrote scripts, commissioned correspondents, arranged and conducted interviews for Radio 4's Today programme, Radio 5 Live's Breakfast and Drive programmes.

Worked as studio editor of Wake Up to Money, a live morning business show on Radio 5 Live, overseeing all aspects of the program's content and directing presenters and guests.

Reported as a live correspondent for the BBC's syndicated local news service GNS.

### **Reporter at Bloomberg News**

2004 - 2006 (2 years)

Covered global fixed-income and currency markets, economic and company news.

Specialized in reporting on emerging market investors, and reported from events in Paris and Munich.

### **Vice President at Oxford University Student Union**

2003 - 2004 (1 year)

*1 recommendation available upon request*

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## Education

### **Massachusetts Institute of Technology**

Master of Science (MS), Comparative Media Studies, 2012 - 2014

Grade: GPA 5.0

### **University of Oxford**

B.A. (Hons), History and Politics, 2000 - 2003

Activities and Societies: Editor of The Oxford Student newspaper, Editor of Isis magazine, Chair of Oxford University Student Union council

### **Caerleon Comprehensive School**

1993 - 2000

### **Stanford University**

Doctor of Philosophy (Ph.D.), Management Science and Engineering, 2014

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## Honors and Awards

### **TIM Leadership Fellow 2013**

MIT

August 2013

<http://timitalks.mit.edu>

### **Winner, Geddes Prize**

Philip Geddes Memorial Trust

March 2003

Awarded for excellence in journalism (<http://www.geddesprize.co.uk>)

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## Publications

### **Call to Action: Simplifying Voice Tree Design**

Association of Computing Machinery (ACM) September 2013

Authors: Rodrigo Davies, Sasha Costanza-Chock

Davies, Rodrigo and Constanza-Chock, Sasha. "Call to Action: Simplifying Voice Tree Design." Proceedings of the 31st ACM International Conference on Design of Communication. ACM, 2013.

### **The Statue of Liberty and America's crowdfunding pioneer**

BBC News April 24, 2013

Authors: Rodrigo Davies

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## Skills & Expertise

**Content Strategy**

**Editorial**

**Digital Strategy**

**Public Policy**

**Start-ups**

**Mobile Devices**

**Strategy**

**Crowdfunding**

**Mobile Applications**

**Politics**

**HTML**

**CSS**

**Civic crowdfunding**

**Civic Engagement**

**Publishing**

**Civic Technology**

**Civic Innovation**

**Web Design**

**Public Speaking**

**Qualitative Research**

**Python**

**jQuery**

**ICT4D**

**Audio-Visual Production**

**Wordpress**

**Ruby on Rails**

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## Courses

### **Master of Science (MS), Comparative Media Studies**

Massachusetts Institute of Technology

Solving Policy Problems Using Digital Technology (Harvard Kennedy School)	DPI 682
The Crowdsourced City (MIT Department of Urban Studies and Planning)	11.S947
Introduction to programming in Java	6.S092
Python workshop	CMS.951
Urban Sociology (MIT Department of Urban Studies and Planning)	11.469
Qualitative Methods	CMS.S98
Media in Transition	CMS.801
Media Research Theory and Methods I & II	CMS.790 / CMS.791

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## Languages

<b>English</b>	(Native or bilingual proficiency)
<b>French</b>	(Professional working proficiency)
<b>German</b>	(Elementary proficiency)

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## Projects

### **Call to Action**

January 2013 to Present

Members:Rodrigo Davies, Tami Forrester, Erica Deahl, Alexandre Goncalves

### **Fresh Food Boston**

February 2013 to June 2013

Members:Rodrigo Davies, Katie Lorah

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# Rodrigo Davies

Civic Technologist and Researcher

rodrigo.davies@gmail.com

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## 2 people have recommended Rodrigo

"Rodrigo has been a star on the team while working on GQ's digital portfolio. He is a sharp thinker, one who always has his finger on the pulse and successfully executes ideas in a timely manner. Most importantly, if Rodrigo is on a project, things always get done as they should."

— **Maya Hari**, *Director, Digital (Internet and Mobile), Conde Nast*, managed Rodrigo at Conde Nast India

"Working as part of the Sabbatical Team at Oxford University Student Union with Rodrigo was very rewarding. Rodrigo was always ready to find creative solutions to the challenges we faced. Together, we started a number of commercial initiatives for Oxford Student Services limited, the company managed by the student union. He worked tirelessly to ensure the success of these initiatives. Rodrigo also showed excellent leadership skills with regard to the Oxford Student newspaper, providing guidance to the editorial team without infringing on their independence. Rodrigo navigated the political environment of the student union with integrity, engaging in all debates with a rational precision and eloquence that I continue to admire."

— **Helena Puig Larrauri**, *President, Oxford University Student Union*, worked directly with Rodrigo at Oxford University Student Union

[Contact Rodrigo on LinkedIn](#)

# Erica Deahl

Social Impact Designer and Researcher

erica.deahl@gmail.com

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## Summary

Erica Deahl is a designer and researcher creating media for education and social impact. She co-leads the City Digits project at MIT's Civic Data Design Lab, developing classroom curricula and building geo-spatial tools to help high school students conduct data-driven urban investigations. Erica is currently an S.M. candidate in the Comparative Media Studies program, where her research focuses on using digital media in K-12 public education to support technological literacies and promote civic engagement. Previously she was a senior designer at 2x4 in New York City, where she designed and managed interactive projects for cultural sector clients.

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## Experience

### **Teaching Assistant at Massachusetts Institute of Technology (MIT)**

February 2014 - Present (3 months)

Teaching Assistant for Building Mobile Experiences course (CMS.789), Spring 2014. Working closely with student teams to assist them in creating a novel mobile application, from generative research to design, usability, implementation and field evaluation.

### **Research Assistant at Civic Data Design Lab at MIT**

June 2013 - Present (11 months)

Co-lead of City Digits, a collaboration with the Center for Urban Pedagogy and CUNY's Brooklyn College to support high school students' learning of mathematics through data-driven urban investigations. Designing and building geo-spatial tools to help students collect and analyze data, developing classroom curricula, and facilitating the implementation of a pilot program in a Brooklyn high school.

### **Research Assistant at Mobile Experience Lab at MIT**

January 2013 - May 2013 (5 months)

Researched and developed design scenarios for interactive showcasing, location-based marketing, and remote collaboration.

### **Research Assistant at Imagination, Computation and Expression Lab at MIT**

August 2012 - January 2013 (6 months)

Conceptualized and designed a web application exploring issues of online identity. Conducted a rebranding for the lab.

### **Senior Designer at 2x4**

March 2011 - July 2012 (1 year 5 months)

Senior designer of the interactive team, focusing on web, mobile, and touchscreen interfaces. Oversaw



research and discovery, concept development, information architecture, user experience, wireframing, visual design, and production. Supervised junior designers and managed client relationships. Clients included Barneys New York, Fondazione Prada, Yale University Art Gallery and Longwood Gardens.

### **Designer at 2x4**

May 2009 - March 2011 (1 year 11 months)

Managed and designed branding projects for print and digital media. Researched and framed client presentations, generated branding concepts, managed client relationships, and supervised production. Clients included the American Academy in Rome, the Isabella Stewart Gardner Museum, Maharam, Columbia GSAPP, and the International Contemporary Furniture Fair.

### **Junior Designer at 2x4**

August 2007 - May 2009 (1 year 10 months)

Collaborated with designers and art directors on branding, print, and environmental design. Independently managed small-scale projects. Clients include the Cooper Hewitt National Design Museum, the Studio Museum in Harlem, and Malin+Goetz.

### **Intern at 2x4**

June 2007 - August 2007 (3 months)

Assisted with branding and print design and production.

### **Intern at Ogilvy & Mather**

June 2006 - August 2006 (3 months)

Worked with designers to develop branding and environmental concepts and design.

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## Education

### **Massachusetts Institute of Technology**

Master of Science (MS), Comparative Media Studies, 2012 - 2014

### **Yale University**

Bachelor of Arts (BA), Art, Concentration in Graphic Design, 2003 - 2007

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## Courses

### **Master of Science (MS), Comparative Media Studies**

Massachusetts Institute of Technology

Media Lab X: A Design Course for New Learning Platforms (MIT Media Lab) MAS.S70

Transforming Education through Emerging Technologies (Harvard Graduate School of Education) HGSE.t561

The Crowdsourced City (MIT Department of Urban 11.S947

Studies and Planning)

Creative Learning Technologies (MIT Media Lab) MAS.712

Qualitative Methods (MIT Comparative Media Studies) CMS.S98

Media in Transition (MIT Comparative Media Studies) CMS.801

Media Theories and Methods I / II (MIT Comparative Media Studies) CMS.790, CMS.791

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## Skills & Expertise

**Graphic Design**

**Art Direction**

**Branding & Identity**

**Typography**

**Adobe Creative Suite**

**Interaction Design**

**User Experience**

**Digital Media**

**Digital Strategy**

**User Interface Design**

**Creative Strategy**

**Corporate Branding**

**Information Architecture**

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## Languages

**French**

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# Erica Deahl

Social Impact Designer and Researcher

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[Contact Erica on LinkedIn](#)

# Julie Fischer

Research-driven Storytelling

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## Summary

Julie Fischer is a skilled and adaptable researcher with expertise in story development for major media projects. Her credits include researcher for documentary films *The Unknown Known* (2014) and *Tabloid* (2010). Her current project focuses on strategic integration of live video technologies in documentary media, and the potentials of WebRTC to transform interactive storytelling. She's a research assistant at the MIT Open Documentary Lab, a group dedicated to building the field of interactive documentary.

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## Experience

### **Research Assistant at Open Documentary Lab, MIT**

September 2012 - Present (1 year 8 months)

Project-specific research into new forms of documentary media as influenced by changing production and distribution technologies. Contributing researcher, writer and strategist for lab projects.

### **Teaching Assistant at Massachusetts Institute of Technology (MIT)**

September 2013 - December 2013 (4 months)

Teach Assistant for Introduction to Comparative Media Studies (CMS.100)

- Guided students engaged in media production projects and critical research and writing for the course.

Presented relevant technical tools and topical material during class sessions. Graded written project-based work.

### **Researcher at Fourth Floor Productions**

September 2008 - June 2012 (3 years 10 months)

Conducted extensive historical and archival research for documentary filmmaker Errol Morris' films and written work. Editorial assistant for Mr. Morris' New York Times Online Op-Ed series.

### **Production Team Assistant at Soundbridge Group, Ltd.**

January 2008 - September 2008 (9 months)

Oversaw production logistics for in-house filmmaking unit producing business learning content for the web.

Acted as production team liaison with C-level executive interviewees and clients, and as production assistant on set. Wrote interviewee profiles, product descriptions and other content for the web.

### **Administrative Assistant [Temporary Assignment] at Edmond J. Safra Center for Ethics, Harvard University**

September 2007 - December 2007 (4 months)

Oversaw systematic intake of application material for multiple department fellowships. Managed fellowship-related communications and responded to all applicant queries. Assisted with department event planning.

### **Production Coordinator at Lichtenstein Creative Media**

June 2007 - August 2007 (3 months)

Managed communications and production schedule for an international team producing a live, online press event in online platform Second Life. Assisted in event planning. Managed interns.

### **Production Intern at WTTW**

June 2006 - August 2006 (3 months)

Efficiently managed schedules and site visits for multiple station producers. Assisted during shoots, and pre-screened interviewees for upcoming programs. Wrote web content for WTTW's arts programming website. Independently produced a short spot on a local concert series that aired as an arts feature on "Chicago Tonight" public affairs program.

### **Intern at Blueberry Hill Productions**

2004 - 2006 (2 years)

Researched numerous topics in Women's History for independent documentary producer. Generated story ideas. Maintained research database. Assisted in writing grant proposals.

### **NOVA Production Intern at WGBH**

June 2004 - August 2004 (3 months)

Provided careful fact-checking of scripts for original NOVA miniseries "Origins." Prepared research reports and sourced stock footage for upcoming programs. Assisted on set during interviews and other shoots.

### **Archaeological Lab Intern at Timelines, Inc.**

June 2002 - August 2002 (3 months)

Processed artifacts from multiple conservation sites for storage and research. Generated in-depth catalogue entries of an extensive collection of recovered artifacts, adhering to detailed sector standards.

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## Education

### **Massachusetts Institute of Technology**

Master of Science (M.S.), Comparative Media Studies, 2012 - 2014

Grade: GPA 5.0

### **Wellesley College**

Bachelor of Arts (B.A.), Philosophy

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## Courses

### **Master of Science (M.S.), Comparative Media Studies**

Massachusetts Institute of Technology

Media Research Theory and Methods I & II

(CMS.790 / CMS.791)

Media In Transition	(CMS.801)
Qualitative Research Methods: Data Analysis Short Seminar	(CMS.S98 IAP)
Qualitative Research Methods	(CMS.S98)
Network Culture	(CMS.S97)
Comparative Media Studies Workshop I & II	(CMS.950 / CMS.951)

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## Skills & Expertise

### **Research**

**Qualitative Research**

**Blogging**

**Spanish**

**Writing**

**Video Editing**

**Social Media**

**Public Speaking**

**Higher Education**

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## Honors and Awards

### **Intel Excellence in Computer Science Award**

2002

Student award for research study: "Usability and User Interface Design of Entry Level Video Editing Application"

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## Languages

**Spanish**

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# Julie Fischer

Research-driven Storytelling

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[Contact Julie on LinkedIn](#)

# Jason Lipshin

Research Assistant at MIT Imagination, Computation, and Expression Lab

[jason.m.lipshin@gmail.com](mailto:jason.m.lipshin@gmail.com)

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## Summary

I am a user experience researcher and interaction designer based out of Cambridge, MA. I'm also currently a graduate student in MIT's Comparative Media Studies program and a research affiliate in both the MIT Mobile Experience Lab and the MIT Imagination, Computation, and Expression Lab.

In collaboration with researchers at the MIT Mobile Experience Lab, I've developed new concepts, products, and services in collaboration with clients including Marriott Hotels, the Massachusetts Bay Transit Authority, and RAI – Italy's national broadcasting company. Before coming to MIT, I worked on many digital humanities projects at the USC Institute for Multimedia Literacy.

Portfolio: <http://jasonlipshin.net/>

Email: [lipshin@mit.edu](mailto:lipshin@mit.edu)

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## Experience

### **Research Assistant at MIT Imagination, Computation, and Expression Lab**

August 2013 - Present (9 months)

### **Research Assistant at MIT Mobile Experience Lab**

June 2013 - Present (11 months)

### **Research Assistant at MIT Hyperstudio**

August 2012 - Present (1 year 9 months)

MIT's digital humanities research lab.

### **Research Assistant at Institute for Multimedia Literacy (IML)**

May 2010 - June 2012 (2 years 2 months)

### **Archival Assistant at Warner Bros. Archives**

August 2008 - December 2011 (3 years 5 months)

### **Media Instructor at Instituto de Educacion Popular del Sur de California**

February 2011 - September 2011 (8 months)

### **Research Assistant at NEH Vectors Institute**

2010 - 2011 (1 year)

### **Archival Assistant at USC Moving Image Archive**



May 2010 - August 2010 (4 months)

**Archivist and Event Coverage Intern at Film Independent**

May 2009 - August 2009 (4 months)

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## Skills & Expertise

**User Experience**  
**Interaction Design**  
**Human Computer Interaction**  
**Ethnography**  
**Video Production**  
**HTML + CSS**  
**JavaScript**  
**Academic Writing**  
**Editing**  
**University Teaching**  
**Curriculum Development**  
**Data Visualization**  
**Processing**  
**Arduino**  
**Japanese**

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## Education

**Massachusetts Institute of Technology**

MSc, Comparative Media Studies, 2012 - 2014

Activities and Societies: MIT Mobile Experience Lab, MIT Hyperstudio

**University of Southern California**

BA, Cinematic Arts, Digital Media, 2007 - 2011

Activities and Societies: Institute for Multimedia Literacy

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## Honors and Awards

Valedictorian finalist, Summa Cum Laude, Phi Beta Kappa, Honors in Multimedia Scholarship, Presidential Scholarship (half-tuition)

## Interests

Interaction and service design, mobile apps + casual gaming, ubiquitous computing, user experience for museums, data visualization.

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# Jason Lipshin

Research Assistant at MIT Imagination, Computation, and Expression Lab

jason.m.lipshin@gmail.com

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[Contact Jason on LinkedIn](#)

# Eduardo Marisca

Research Assistant at The Education Arcade @ MIT

piscosour@gmail.com

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## Summary

Eduardo Marisca graduated with a B.A. in Philosophy from the Catholic University of Peru (PUCP) in Lima. Within philosophy, he has done research and teaching on subjects related to the philosophy of technology and media, and the social impact of new technologies. He is currently a master's candidate in the Comparative Media Studies program at MIT, and a research assistant at The Education Arcade, an MIT lab researching and developing educational games.

Before coming to MIT he worked at Ashoka, an international organization sourcing and supporting social innovators around the world, localising online tools for social innovation for the Latin American market. As part of the Changemakers.com technology team, he worked out of Ashoka offices in both Lima, Peru and Buenos Aires, Argentina.

He started and leads the Lima Videogame Laboratory, a research initiative on videogames and gaming culture in the Peruvian and Latin American context, and is currently researching the history, practices and prospects of the emerging gaming industry in Peru and its potential as a technology sector.

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## Experience

### **Research Assistant at The Education Arcade @ MIT**

September 2012 - Present (1 year 8 months)

Research and development of educational video games. Working primarily on The Radix Endeavor, an online multiplayer game to teach science and math skills to high school students, doing narrative development, quest prototyping, trailer production, etc.

Also working on a side project researching design and use strategies of video games in learning about social and cultural conflict.

### **Co-Founder & Managing Director at Lima Videogame Laboratory**

May 2009 - Present (5 years)

The LVL is a research project studying the cultural, social, economical and political implications of the rise of gaming culture, especially in the Peruvian and Latin American contexts. We're trying to gather data and provide knowledge to shed light on gaming culture, dispelling myths and misconceptions around it in the process, and providing tools to support the growth of the gaming industry in Peru as a technology- and knowledge-intensive productive activity.

Current projects include launching the first academic game studies journal in Peru, documenting the history of Peruvian game production, developing materials for college-level courses on game studies, and launching

an online resource collection to help people create games and start game studios effectively.

### **Technology Analyst at Ashoka**

November 2009 - May 2012 (2 years 7 months)

Worked with the Changemakers.com technology team managing the localisation process of the platform into Spanish, French and Portuguese, and contributed to the product design process incorporating perspectives and data from non-English speaking audiences.

With Ashoka's Integrated Technology Initiative, provided training, support, and managed integration projects in the implementation of a global CRM platform using Salesforce.com, including tracking a pilot project for internal use of social media tools to promote collaboration and knowledge exchange.

### **Instructor at Universidad Peruana de Ciencias Aplicadas**

March 2009 - July 2010 (1 year 5 months)

Teaching a course on Sociology of Media and Communications in the Department of Communications. Course covered social and cultural aspects of media and technology change, specifically in the areas of politics and civic participation, business and economy, identity construction and performance, and arts and cultural expression.

### **Teaching Assistant at Pontificia Universidad Católica del Perú**

March 2007 - December 2009 (2 years 10 months)

Preparing and leading tutoring and discussion sessions with undergraduate students, reviewing and expanding content presented in class lectures.

Courses taught include:

- Logic
- Logic and Epistemology
- Topics in Modern Philosophy
- Topics in Contemporary Philosophy

### **L.A. Online Community Manager at Ashoka**

March 2008 - October 2009 (1 year 8 months)

Developing and managing country websites across Latin America, producing content (text, image, video), doing outreach and web presence through social media, and training staff members in the use of the organisation's web platforms and online media channels.

Worked in the implementation of a new global CRM platform using Salesforce.com, providing in-person and virtual training sessions to staff members around the world, and operating as integration manager for Latin American offices, eliciting requirements and overseeing data migration projects.

### **Communications Assistant at Ashoka Andean Region**

December 2007 - February 2008 (3 months)

Development and design of regional website, in coordination with Global and other Regional Offices. Collaboration in developing the local marketing strategy, and in developing marketing materials to be used for different communicational purposes and audiences.

### **Communications and Marketing Intern at Ashoka Andean Region**

June 2007 - November 2007 (6 months)

Development and design of regional website, in coordination with Global and other Regional Offices. Collaboration in developing the local marketing strategy, and in developing marketing materials to be used for different communicational purposes and audiences.

### **Student Affairs Intern at Pontificia Universidad Católica del Perú**

November 2005 - May 2007 (1 year 7 months)

In charge of evaluating and supporting student initiatives. Handled event planning and event organization, and communication projects and campaigns towards the university community. Managed political relationships and project coordination with student organizations, avoiding programming conflicts with institutional activities.

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## Courses

### **Master of Science (M.S.), Comparative Media Studies**

Massachusetts Institute of Technology

Qualitative Methods for Research in Comparative Media	CMS.S98
Worldbuilding	CMS.S97
Workshop in Comparative Media I	CMS.950
Media Theories and Methods I	CMS.790
Media Theories and Methods II	CMS.791
Workshop in Comparative Media II	CMS.951
Science Fiction to Science Fabrication	MAS.S65
Media in Transition	CMS.801

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## Education

### **Massachusetts Institute of Technology**

Master of Science (M.S.), Comparative Media Studies, 2012 - 2014

Activities and Societies: Creative Communities Initiative, Alternative Infrastructures @ MIT

### **Pontificia Universidad Católica del Perú**

BA, Philosophy, 2003 - 2007

Activities and Societies: Cultural Affairs Secretary for the Student Federation

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## Publications

### **"We require more vespene gas!": Learning about social conflict in computer games and simulations**

IEEE International Games Innovation Conference September 2013

Authors: Eduardo Marisca, Lingyuxiu Zhong

This paper explores how computer games and simulations can be used to stimulate the understanding of social and cultural conflicts as something inherently complex, and of various stakeholders' positions as contingent and contextual. We perform a close reading of a sample of games to discuss how they depict conflicts through simulations. Based on that, we extract a series of principles that can be helpful both to orient the design of games aimed at facilitating learning from conflict, and to facilitate the discussion and analysis of games by highlighting their strategies in depicting conflict.

### **The Networks Are Out There: Building Cultural and Economic Resilience Through Informal Communities of Practice**

Presented at COINs13 Conference, Chile, 2013 August 2013

Authors: Eduardo Marisca

This paper explores the possibilities offered by informal communities of practice to operate as "prototyping spaces" for innovation in the context of developing economies. It begins by looking at the concept of "economic complexity" and how it is useful in both guiding the priorities and evaluating the challenges developing economies face when attempting to drive growth and build measures of resilience, and raises the question of how these economies can both introduce higher complexity activities while compensating for latecomer disadvantages versus more complex economies. It then examines in detail the case of the Twin Eagles Group, a Peruvian video game development community in the 1990s, and how they reverse engineered technologies and global practices to pursue their creative objectives. Based on this case, it concludes by laying out some of the methodological challenges associated to researching this sort of community because of the multi-sited nature of their activities.

### **Fortalezas de la soledad: Privacidad e intimidad en la sociedad informacional**

Pozo de Letras, n. 10 September 2012

Authors: Eduardo Marisca

The article describes the evolution of notions of privacy and intimacy as related to changes in technology and media, and questions the idea that an expectation of privacy should be treated as a natural characteristic. Instead, it advocates for a situated understanding for the way in which we deal with privacy.

### **Humanistas y nuevas tecnologías: La transformación del trabajo intelectual**

Páginas, vol. XXXVI, n. 224 November 2011

Authors: Eduardo Marisca, Erich Daniel Luna Jacobs

The article provides a high-level overview of ways in which humanists and social researchers can use everyday technologies to strengthen their research process and find opportunities to collaborate with other researchers.

### **Technology as a Form of Language: The Folklore of Electronic Man**

McLuhan Galaxy Conference: Understanding Media Today - Conference Proceedings May 2011

Authors: Eduardo Marisca

The article explores the notion that learning how to use technology involves learning the practices and codes governing its use, and is akin to the way in which we learn how to use a language: socially situated, and governed by a process of learning through trial and error and inferring provisional principles.

### **Jugar a ser otro: Videojuegos, redes sociales y la construcción de la identidad**

El Grito, n. 2 June 2010

Authors: Eduardo Marisca

The article elaborates some ideas on how video game players related to their virtual manifestations - their avatars - and how this relationship is often inadequately portrayed by media and some areas of research.

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## Skills & Expertise

**New Media**

**Blogging**

**Research**

**Social Media**

**Social Entrepreneurship**

**Drupal**

**Videogame Research**

**Presenter**

**WordPress**

**Online Marketing**

**Salesforce.com**

**Technology Training**

**Technology Research**

**Media Research**

**Concept Ideation**

**Game Design**

**Web Applications**

**Python**

**Qualitative Research**

**Digital Humanities**

**Social Innovation**

**ICT**

**Media Literacy**

**Information Literacy**

**Learning Games**

**HTML**

**CSS**

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## Languages

**English**

(Native or bilingual proficiency)

**Spanish**

(Native or bilingual proficiency)

**French**

(Elementary proficiency)

**Interests**

media studies, knowledge management, culture industries, political communication, technology, philosophy, decision theory, new media

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# Eduardo Marisca

Research Assistant at The Education Arcade @ MIT

piscosour@gmail.com

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[Contact Eduardo on LinkedIn](#)

# Lingyuxiu Zhong

Research Assistant at MIT Education Arcade

lingyuxiu.zhong1990@gmail.com

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## Summary

As a researcher in media and cultural studies, I am passionate about reimagining and redesigning media products to help the audience learn more and learn better, whether in interactive web design, documentary, publishing, or TV.

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## Experience

### **Research Assistant at MIT Education Arcade**

September 2012 - Present (1 year 8 months)

### **International Ambassador at Yale University**

September 2009 - June 2012 (2 years 10 months)

Lead bilingual tours to general public on architectural history of Yale, 40+ groups, 600+ audience

### **Student Guide and Curator at Yale Center for British Art**

October 2008 - June 2012 (3 years 9 months)

Curated an exhibition on the technical art history of Tudor portraiture in collaboration with conservation lab;  
Designed and deliver tours of the architecture and artwork of the museum to general public, 200+ audience;  
Conducted year-long research on tombs of 3rd Duke of Norfolk and Tudor dynasty political dynamics.

### **Marketing Intern at Sotheby's**

June 2011 - September 2011 (4 months)

Benchmarked competitor usage of various sales catalogs;  
Updated the department archive;  
Synchronized Catalogue Production and Chinese Works of Art departments, systemizing texts and photos of 300+ lots.

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## Skills & Expertise

**Research**

**Video Game Production**

**Museum Education**

**Mandarin**

**French**

**Data Curation**

**Auction Management**

**Leadership**

**Editing**

**Art**  
**Publishing**  
**Web Design**  
**Marketing**  
**Chinese**

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## Education

### **MIT**

Master of Science (M.S.), Comparative Media Studies, 2012 - 2014

### **Yale University**

bachelor of art, history, 2008 - 2012

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## Courses

### **Master of Science (M.S.), Comparative Media Studies**

MIT

Media Studies Theory and Methods

Java Programming

Python Programming

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## Publications

### **"We require more vespene gas!": Learning about social conflict in computer games and simulations**

IEEE International Games Innovation Conference September 2013

Authors: Lingyuxiu Zhong, Eduardo Marisca

This paper explores how computer games and simulations can be used to stimulate the understanding of social and cultural conflicts as something inherently complex, and of various stakeholders' positions as contingent and contextual. We perform a close reading of a sample of games to discuss how they depict conflicts through simulations. Based on that, we extract a series of principles that can be helpful both to orient the design of games aimed at facilitating learning from conflict, and to facilitate the discussion and analysis of games by highlighting their strategies in depicting conflict.

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# Lingyuxiu Zhong

Research Assistant at MIT Education Arcade

lingyuxiu.zhong1990@gmail.com

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