

# Shad Gross

PhD  
Human Computer Interaction Design  
Indiana University School of Informatics and Computing

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## Education

- 2016 **Ph.D., Human-Computer Interaction and Design**,  
Indiana University, Bloomington  
*Area(s)*: Materiality, Tangible Computing, User Experience Design, Creativity  
*Minor*: Anthropology  
*Dissertation Title*: *Meaningful Materials: Exploring Style in Tangible Interactions*.  
*Advisors*: Professors Shaowen Bardzell and Jeffrey Bardzell
- 2003 **B.A. with Honors, Studio Art**,  
College of Wooster  
*Area(s)*: Photography, Film, Installation Art, Conceptual Art

## Honors and Awards

- 2015 **Best of CHI Honorable Mention Award**  
ACM International Conference on Human Factors in Computing Systems
- “Special Recognition” for Reviewing**  
ACM International Conference on Human Factors in Computing Systems (CHI)
- 2014 **Best Paper Nomination**  
ACM International Conference on Tangible, Embedded and Embodied Interaction
- 2012 **Women in Informatics and Computing (WIC) Award**  
For contributing to the empowerment of women in computing as an instructor
- 2011 **Finalist**  
Student Design Competition at ACM CHI 2011

## Employment

- 2017-  
present **Anthem**  
*Consumer Experience Research Scientist*

Responsibilities include coordinating and participating in primary research, generating service design artifacts, leading alignment discussions, and actively representing the voice of consumers in strategic initiatives.

- 2016-  
2017 **Angie’s List**  
*Sr UX Design Strategy Researcher*

Responsibilities include generative user research, product innovation design and patents, constructing visual representations of user experience to guide the company presenting findings internally and externally.

- 2015-  
2016 **Indiana University**, School of Informatics and Computing, Bloomington, IN  
*Associate Instructor*

- 2012-  
2015 **Indiana University**, School of Informatics and Computing, Bloomington, IN  
*Research Assistant, Intel ISTC Social Computing Grant*

Research areas include materiality of information, tangible interaction and critical design.

- 2012 **Indiana University**, School of Informatics and Computing, Bloomington, IN  
*Research Assistant, NSF CreativeIT #IIS-1002772 Grant*

Research areas include creative expression in World of Warcraft machinima and creative production tools in online communities.

2011 **Adaptive Path**, Austin TX  
*Interaction Design Intern*

Responsibilities included design ideation, customer research synthesis, client interfacing, slide deck preparation, workshop organization, and client presentation preparation.

2010-2012 **Indiana University**, School of Informatics and Computing, Bloomington, IN  
*Associate Instructor*

2008-2010 **Not So Modern Drummer**, Akron, OH  
*Art Director*

Responsibilities included preparing magazine layouts for publication including pre-press, layout design, asset acquisition, and event photography. Additionally, I was also responsible for all technological issues including website maintenance, Windows XP server systems operations, and data organization and storage.

2005-present **RogueScholarMedia**, North Canton, OH  
*Sole proprietor*

Responsibilities included consulting, designing, and developing branding materials for clients including websites, catalogues, magazine advertisements, photo shoots, and logo design. Additional responsibilities included managing work pipeline, accounting, client relations, and collaborations.

## Publications

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### Refereed Journal Publications

- 2017 [J.3] **Gross, S.**, Bardzell, J., Bardzell, S., & Stallings, M. (2017) Persuasive Anxiety: Designing and Deploying Material and Formal Explorations of Personal Tracking. *Human-Computer Interaction*.
- 2016 [J.2] Toombs, A., **Gross, S.**, Bardzell, S., & Bardzell, J. (2016). From Empathy to Care: A Feminist Care Ethics Perspective on Long-Term Researcher-Participant Relations. *Interacting with Computers*.
- 2014 [J.1] **Gross, S.**, Bardzell, J., and Bardzell, S. (2014). Structure, forms, and stuff: The materiality and medium of interaction. *Personal and Ubiquitous Computing (Theme issue: Material Interactions)*.

### Refereed Conference Publications

- 2017 [C.11] True, N., **Gross, S.**, Linder, C., McAlpine, A., Putrevu, S. (2017) Bifurcating the User. *International Conference of Design, User Experience, and Usability*. Springer, Cham. Pp. 313-329.
- 2016 [C.10] Bardzell, J., Bardzell, S., Dalsgaard, P., **Gross, S.**, & Halskov, K. (2016). Documenting the Research Through Design Process. In *Proc. Designing Interactive Systems (DIS'16)* ACM: New York. pp. 96-107.
- 2015 [C.9] Gray, C. M., Toombs, A., & **Gross, S.** (2015). Flow of Competency in UX Design Practice. In *CHI'15: Proc. SIGCHI Conference on Human Factors in Computing Systems (CHI'15)*. ACM: New York. [Full paper][Acceptance rate: 23%][**Awarded**

**Best of CHI Honorable Mention, top 5%].**

- 2014 [C.8] **Gross, S.,** Bardzell, J., and Bardzell, S. (2014). Skeu the evolution: Skeuomorphs, style, and the material of tangible interactions. *Proc. of Tangible and Embodied Interaction (TEI'14)*. ACM: New York.  
[Full paper] [Acceptance rate: 27%] [**Awarded Best Paper Honorable Mention, top 1%**].
- 2013 [C.7] Nemer, D., **Gross, S.,** True, N. (2013) Materializing digital inequalities: the digital artifacts of the marginalized in Brazil. *Proc. of Information and Communications Technologies and Development (ICTD'13)*. ACM: New York.  
[Note / Short paper] [Acceptance rate: xx]
- [C.6] **Gross, S.,** (2013) Glitch please: datamoshing as a medium-specific application of digital material. *Proc. Of Designing Pleasurable Products and Interfaces (DPPI'13)*. ACM: New York.  
[Full paper] [Acceptance rate: 51%]
- [C.5] **Gross, S.,** Bardzell, J., and Bardzell, S. (2013). Touch style: Creativity in tangible experience design. *Proc. of Creativity and Cognition (C&C'13)*. ACM: New York.  
[Full paper] [Acceptance rate: 32%]
- [C.4] **Gross, S.,** Pace, T., Bardzell, J., and Bardzell, S. (2013). Machinima production tools: A vernacular history of a creative medium. *Proc. of SIGCHI Conference on Human Factors in Computing Systems (CHI'2013)*. ACM: New York.  
[Full paper] [Acceptance rate: 20%]
- [C.3] Pace, T., Toombs, A., **Gross, S.,** Pattin, T., Bardzell, J., and Bardzell, S. (2013). A tribute to mad skills: Expert amateur visuality and World of Warcraft machinima. *Proc. of SIGCHI Conference on Human Factors in Computing Systems (CHI'2013)*. ACM: New York.  
[Full paper] [Acceptance rate: 20%]
- 2012 [C.2] **Gross, S.,** Hakken, D., True, N. (2012) Studying social relations in MMOG play: an illustration of using ethnography to frame “Big Data.” *Proc. of Computer Games: AI, Animation, Mobile, Interactive Multimedia, Educational & Serious Games (CGAMES'12)*. IEEE: Washington DC.  
[Full paper]
- 2011 [C.1] Bardzell, S., **Gross, S.,** Wain, J., Toombs, A., and Bardzell, J. (2011). The significant screwdriver: Care, domestic masculinity, and interaction design. *Proc. of BCS HCI2011*.  
[Note/Short paper]

**Conference Workshop Position Papers (Lightly Reviewed by Organizers)**

- 2014 [W.5] **Gross, S.,** and Toombs, A. (2014) The Pee Timer: tracking your bio breaks to keep you productive. Critical Making Hackathon: Situated Hacking, Surveillance and Big Data Workshop CHI2014. Toronto, ON.
- 2013 [W.4] Pace, T., **Gross, S.** (2013) World of Warcraft machinima: para-game communities as cultures of participation. Designing and Evaluating Sociability in Online Video Games Workshop CHI2013. Paris, FR.
- [W.3] **Gross, S.** and Toombs, A. (2013) Beautifully broken: datamoshing and the aesthetics of computation. Crafting Interactive Systems Workshop CHI2013. Paris, FR.
- 2012 [W.2] **Gross, S.** (2012) Material skeuomorphism and the relationship of form to function. From Materials to Materiality Workshop at CHI2012. Austin, TX.

- 2011 [W.1] **Gross, S.**, Wain, J., Tooms, A., Bardzell, J., and Bardzell, S. (2011). The Significant Screwdriver: A Feminist HCI Design Probe. Feminism and Interaction Design Workshop at CHI2011. Vancouver, BC.

## Invited Talks and Panel Presentations

- 2015 [IA.8] **Gross, S.** (2015) Material and meaning in tangible interactions. TEI graduate student consortium
- 2014 [IA.7] **Gross, S.** (2014) Interaction style and social meaning. Intel ISTC Social All-Hands. Atlanta, GA (May 20, 2014).
- [IA.6] **Gross, S.** (2014) Invited Poster Presentation. Subversive material: critically engaging medium specificity and style in tangible interactions. Intel ISTC Social All-Hands. Atlanta, GA (May 19, 2014).
- [IA.5] **Gross, S.** (2014) Invited Design Presentation. Making Subjects Conference. Bloomington, IN (March 6-7, 2014).
- 2013 [IA.4] **Gross, S.** (2013) Invited Participant. DigitalSTS Workshop. Harvard, MA (June 27-8, 2013).
- [IA.3] **Gross, S.** (2013) Invited Poster Presentation. The Fractured View. Intel ISCT Social All-Hands. Irvine, CA. (May 20, 2013).
- [IA.2] **Gross, S.** (2013) Invited Speaker. Medium Specificity in WoW Machinima. Informatics PhD Seminar. Bloomington, IN (March 8 2013).
- 2012 [IA.1] **Gross, S.** (2012) Invited Participant. Intel PhD Fellowship Forum. Hillsboro, OR (August 19-21, 2012).

## Workshops/Symposia Organized

- 2014 [WO.1] **Organizational Committee.** Symposium on Information Materialities. Irvine, CA. (December 13, 2013).

# Teaching

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## Associate Instructor

- 2016 **I543 Interaction Design Research Methods**  
[Spring Semester] [Indiana University, School of Informatics and Computing]
- 2015 **I549 Advanced Prototyping**  
[Fall Semester] [Indiana University - School of Informatics and Computing]
- I308 Information Representation**  
[Summer Semester] [Indiana University, School of Informatics and Computing]
- I543 Interaction Design Research Methods,**  
[Spring Semester] [Indiana University, School of Informatics and Computing]

- 2011 **I590/I400/H400 Visual Literacy**,  
[Fall Semester] [Indiana University, School of Informatics and Computing]
- I202 Social Informatics**,  
[Spring Semester] [Indiana University, School of Informatics and Computing]
- 2010 **I202 Social Informatics**,  
[Fall Semester] [Indiana University, School of Informatics and Computing]

## Professional Activities and Service

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### Conference Leadership

Program Committee	2016	ACM DIS 2016 Pictorials Program Committee
Program Committee	2015	ACM Aarhus 2015 Decennial Program Committee
Program Committee	2014	ACM DIS 2014 Pictorials Program Committee

### Journals and Conference Review

- 2017 ACM TEI Full Papers
- 2016 ACM Creativity & Cognition Full Papers
- 2015 ACM Creativity & Cognition Full Papers  
ACM CHI Full Papers (Awarded “Special Recognition”)  
ACM TEI Full Papers
- 2014 ACM DIS Works in Progress  
ACM DIS Full Papers  
ACM CHI Full Papers  
Journal of Personal and Ubiquitous Computing
- 2013 ACM DPPI Full Papers  
ACM CHI Full Papers
- 2012 Foundations of Digital Games (FDG)  
ACM DIS Full Papers  
ACM CHI Full Papers

## Professional Affiliations

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Association for Computing Machinery (ACM) SIGCHI  
Service Design Global Network (Indianapolis Chapter Committee Member)