

# DANIEL STEINBOCK

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BERKELEY, CALIFORNIA, USA

## SPECIALTIES

Human-Centered Design & Strategy, Ethnography, UX Research, HCI, Design Thinking Training, Design Ethics, Social Impact of Disruptive Technologies

## EDUCATION

- 2012 **Stanford University**  
Ph.D. in Anthropology of Education (focus in Learning Sciences & Technology Design)  
Advisors: *Roy Pea & Ray McDermott*
- 2008 **Stanford University**  
M.S. in Engineering (focus in Human-Centered Design, Mechanical Engineering)  
Advisors: *David Kelley & Bernard Roth*
- 2002 **University of California, Santa Cruz**  
B.S. with Highest Honors in Computer Science (focus in HCI)

## EMPLOYMENT

- Facebook (via Pro Unlimited)**, Menlo Park, CA 4/2016 - PRESENT  
*UX Research Consultant, People-Centered Design Evangelist*
- Design Research Consulting**, Palo Alto, CA and Tokyo, Japan 10/2006 - PRESENT  
*Freelance and academic consultant for corporate and non-profit clients*
- Stanford University**, Stanford, CA 12/2014 - 4/2016  
*Lecturer*
- True Story Company**, Palo Alto, CA 1/2012 - PRESENT  
*Founder, Game Designer, Editor-in-Chief*
- TagCrowd**, Palo Alto, CA 6/2006 - PRESENT  
*Founder, Software Engineer*
- The Tech Museum of Innovation (freelance)**, San Jose, CA 11/2014 - 4/2015  
*Urban Design Researcher (w/ Knight Foundation & Gehl Architects)*
- Keio University, Graduate School of Media Design**, Tokyo, Japan 8/2012 - 1/2014  
*Visiting Professor, Faculty Director of the Global Innovation Design Program*
- Stanford University**, Stanford, CA 9/2005 - 6/2012  
*Graduate Researcher and Instructor (Design Program & School of Education)*
- Hasso Plattner Institute of Design (d.school)**, Stanford, CA 4/2007 - 3/2008  
*Instructor, Founding Member of K12 Design Education Lab*
- Lunar Logic**, Eugene, OR 9/2004 - 8/2005  
*Software Engineer & Consultant*
- University of California, Computer Science Department**, Santa Cruz, CA 9/2001 - 6/2004  
*HCI Undergraduate and Postgraduate Researcher*

## TEACHING

- 2010-11, 2015-2016 **Needfinding (Design Research Methods)**, Graduate Program in Design, Stanford University  
Required seminar section on Design Research for Product Design students. Fieldwork methods,

qualitative data analysis, social science theory, user experience design.  
*with Michael Barry, Anne Fletcher*

- AUTUMN 2013 **Global Innovation Studio**, Graduate School of Media Design, Keio University  
 Cross-cultural design research. Tutored and supervised exchange students (from Pratt Institute) on semester-long research & prototyping on Japanese food culture and food systems.
- SPRING 2013 **Design Ethnography**, Graduate School of Media Design, Keio University  
 Ethnographic methods for human-centered designers. Observation, interviewing, needfinding, qualitative data analysis, and prototyping, with considerations for ethical and sustainable design.
- SPRING 2010-2012 **Understanding Learning Environments**, Education, Stanford University  
 Learning Design & Technology master's course on major 20<sup>th</sup> and 21<sup>st</sup> century theories of learning.  
*with Roy Pea & Ray McDermott*
- AUTUMN 2011 **Cognition & Learning in Activity**, Psychology & Education, Stanford University  
 Graduate seminar on ethnographic studies of cognition in diverse cultural contexts.  
*with Roy Pea*
- AUTUMN 2009 **Design Thinking Bootcamp**, Institute of Design (d.school), Stanford University  
 Teaching team for ethnographic investigation in corporate-sponsored design projects.  
*with David Baggeroer, Thomas Both, Jeremy Utley*
- AUTUMN 2008 **Designing to Learn**, Hasso Plattner Institute of Design, Stanford University  
 Taught design students how to teach design-thinking to 7<sup>th</sup> graders in East Palo Alto, CA.  
*with Rich Crandall, Ugochi Acholanu*
- SUMMER 2007 **K12 Innovation Lab**, Hasso Plattner Institute of Design, Stanford University  
 Designed curricula, tools, and learning spaces for teaching design thinking to K-8 students.  
*with David Kelley*
- SPRING 2007 **Social Machines**, Computer Science & Education, Stanford University  
 Grad/undergrad seminar on social impact of digital media on learning, cognition and citizenship.  
*with Roy Pea*

#### Short Courses & Workshops

- FEB & OCT 2015 Storytelling for Designers, Designer Fund, San Francisco, CA
- OCT 2014 Needfinding in the Wild: design ethnography short course, Stanford University
- AUG 2013 Human-Centered Design undergraduate workshop, Pratt Institute
- APR & NOV 2013 Making Sense of Mess: Qualitative Data Analysis & Visualization, Keio University
- JAN 2013 Design Thinking for Social Entrepreneurs, Stanford VIA Programs, Tokyo
- OCT 2012 & 2013 User-Centered Design Process, Global Innovation Design Program, Keio University
- OCT 2012 & 2013 Video Interaction Analysis, Graduate School of Media Design, Keio University
- 2009 - 2015 The Dirty Dish Dilemma: altruism and agency in cooperative social systems, various venues
- AUT 2008 7<sup>th</sup> Grade Design Studio, East Palo Alto Academy, East Palo Alto, CA
- SUM 2007 1<sup>st</sup>, 4<sup>th</sup> and 7<sup>th</sup> Grade Design Thinking, Nueva School, Hillsborough, CA

#### AWARDS, HONORS & DISTINCTIONS

- 2005 **Quillen Graduate Fellowship**, Stanford University
- 2003 **Summer School Fellowship**, Santa Fe Institute for Complex Systems Studies
- 2002 **Valedictorian, Dean's Research Award, College Honors**, UC Santa Cruz, Porter College
- 2002 **Highest Honors in Computer Science**, and highest ranked exit examination, UC Santa Cruz
- 1997 **Regents Scholar**, University of California full-ride merit scholarship

#### PUBLICATIONS

**Inexplicable Silence: An uncomfortable analysis of the social silences**, Steinbock, D.. ICLS 2014:  
*Proceedings of the International Conference for the Learning Sciences 2014*, Boulder, CO.

**Playful Family Mathematics Learning Design**, Jimenez, O., Goldman, S., Hedrick, B., Pea, R., Blair, K. P., Steinbock, D.. DML 2012: *Proceedings of the Digital Media and Learning Conference 2012*, San Francisco, CA.

**Repertoires of Collaborative Practice**, Barron, B., Martin, C. K., Mercier, E., Pea, R. D., Steinbock, D., Walter, S., Mertl, V.. *Proceedings of the NSF Science of Learning Centers Annual Meeting 2009*, Washington, DC.

**Repertoires of Collaborative Practice: Theoretical introduction and background**, Barron, B., Martin, C. K., Mercier, E., Pea, R. D., Steinbock, D., Walter, S., Mertl, V.. CSDL 2009: *Proceedings of the Conference on Computer Supported Collaborative Learning*, Rhodes, Greece.

**Mindful of Process: Scaffolds for Collaboration Discourse in Design Education**, Daniel Steinbock. ICLS 2008: *Proceedings of the International Conference for the Learning Sciences*, Utrecht, Netherlands.

**Visualizing Identity to Facilitate Learning in Collaboration**, Daniel Steinbock, Joey J. Lee, Roy Pea. ISLC 2008: *Proceedings of the Conference for NSF Science of Learning Centers*, Pittsburgh, PA.

**Wearable Tag Clouds: Visualizations to Support New Collaborations**, Daniel Steinbock, Roy Pea, Byron Reeves. CSCL 2007: *Proceedings of the Conference on Computer Supported Collaborative Learning*, New Brunswick, NJ.

**Smartocracy: Social Networks for Collective Decision Making**, Marko Rodriguez, Daniel Steinbock, Jennifer Watkins, Carlos Gershenson, Johan Bollen, Victor Grey, Brad deGraf. HICSS 2007: *IEEE Hawaii International Conference on Systems Science*, Waikoloa, Big Island, HI.

**Snurf: Social Networks for News Media Distribution**, Marko Rodriguez, Jennifer Watkins, Daniel Steinbock, Carlos Gershenson. Los Alamos Nat'l Lab Tech. Report LA-UR-06-2244, March 2006.

**The Anatomy of a Large Scale Collective Decision Making System**, Marko Rodriguez, Daniel Steinbock. Los Alamos National Lab Technical Report LA-UR-06-2139, March 2006.

**Societal-Scale Decision Making Using Social Networks**, Marko Rodriguez, Daniel Steinbock. NAACSOS 2004: *North American Association for Computational Social and Organizational Science Conference Proceedings*. Pittsburgh, PA. [featured in Complexity Digest 2004.51, World Changing June 26, 2005, Nanotechnology Now July 1, 2005]

**Group Holographic Modeling for Societal-Scale Decision-Making Systems**, Marko Rodriguez, Daniel Steinbock. NAACSOS 2004: *North American Association for Computational Social and Organizational Science Conference Proceedings*, Pittsburgh, PA.

**When Dissent Is Good: The Interplay Between Reputation and Social Networks in an Artificial Society**, Daniel Steinbock, Elena Zinchenko, Joshua Miller, R. Jack Thomas. CSSS 2003: *Santa Fe Institute Complex Systems Summer School Proceedings*, Santa Fe, NM.

**Collective Intelligence Quantified for Computer-Mediated Group Problem Solving**, Daniel Steinbock, Craig Kaplan, Marko Rodriguez, Juana Diaz, Newton Der, Suzanne Garcia. University of California, Santa Cruz Technical Report UCSC-CRL-02-28, July 2002.

## PATENTS & INVENTIONS

**Artificial Sense of Direction for Personal Navigation**, Daniel Steinbock, Benjamin Jackson, Jon Berkowitz. Panasonic Inc. and Stanford Univ. Office of Technology Licensing. Disclosure, June 2007.

**Social Semantic Networks for Distributing Contextualized Information**, Marko Rodriguez, Daniel Steinbock, Jennifer Watkins. Stanford University & Los Alamos Nat'l Lab, LAD2006-115, Dec 2006.