

# Mark Díaz

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Northwestern University, 2240 Campus Drive • Evanston, IL 60208

## Education

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| <b>Northwestern University</b> , Evanston, IL                    | 09/15 – present |
| Doctoral Student in Joint Computer Science-Communication Program | (exp. 2020)     |
| Advisor: Darren Gergle   |                 |
| GPA: 3.9   |                 |
| <b>Stanford University</b> , Stanford, CA                        | 09/10 – 06/14   |
| B.A. in Science, Technology, and Society                         |                 |
| Minor in German Language and Culture                             |                 |
| GPA: 3.7   |                 |

## Publications and Presentations

- Lazar, A., Diaz, M., Brewer, R., Kim, C., and Piper, A.M. (2017). Going Gray, Failure to Hire, and the Ick Factor: Analyzing How Older Bloggers Talk about Ageism. Proceedings of ACM Conference on Computer-Supported Cooperative Work (CSCW), 2017
- Diaz, M., Gergle, D. The Influence of Perceived Group Identity in Collaborative Contexts. (Under Review)

## Posters

- Diaz, M. (2016, April). Stereotype Threat in Online Collaboration. Poster Session, Northwestern Black Graduate Student Annual Conference. Chicago, IL

## Awards

- Stanford Black Community Center Dean's Award for Academic Excellence (2012, 2013, 2014)
- 2nd Place Undergraduate Student Paper Award (2014), The *Döner Kebab* and Turkish Capital in Germany. Association for the Study of Food and Society

## Research Experience

**CollabLab**, Northwestern University 09/15 – present  
*Graduate Research Assistant*

- Designed a project using experimental methods to study Stereotype Threat in online, collaborative contexts. Statistical and quantitative text analysis is ongoing.

**Inclusive Technology Lab**, Northwestern University 03/16 – present  
*Graduate Research Assistant*

- Scraped a dataset of nearly 200 blogs written by older adults using Python and BeautifulSoup.
- Collaborated with other graduate researchers to qualitatively analyze how older adult bloggers articulate their experiences with aging and ageism. A full paper describing the results of this work will be presented at the forthcoming Computer Supported Collaborative Work Conference (CSCW '17)
- Used text analytics to study the linguistic devices used by bloggers and commenters to communicate perspectives on age discrimination.

**OpenTV**, Northwestern University 09/16 – present  
*Research Assistant*

- Collecting a network dataset across Facebook, Twitter, Vimeo, and Instagram to track the audience of OpenTV, an indie web series production nonprofit that supports queer artists of color. Ongoing work will include social network analysis of artist networks and audience activity.

**Virtual Human Interaction Lab**, Stanford University 09/13 – 06/14  
*Research Programmer*

- Developed and prototyped virtual environments using Vizard and Unity software development kits for use in human behavioral research studies.
- Modeled and animated virtual humans to aid in studying human-computer interaction
- Collected and analyzed data with motion tracking technology and head-mounted displays

## Professional Experience

**Accenture Digital Experiences**, San Jose, CA 07/14 – 07/15  
*Research and Development Senior Analyst*

- Created proofs of concept and prototypes using wearable and immersive technologies.
- Used virtual reality platforms to research and develop business use cases and consumer-facing products.
- Analyzed and researched emerging technologies to develop application demos and client relationships

**Net, Power, & Light**, San Francisco, CA 06/13 – 09/13  
*iOS Development Intern*

- Developed and prototyped interactive user interfaces for the Spin video collaboration app for iPhone and iPad.
- Updated existing app interface to integrate features from the newest iOS release.
- Demonstrated products and voice-acted for website help videos.

## Service and Teaching

**Accessibility and Computing Workshop**, Northwestern University 01/11 – 06/14

- Co-Designed a workshop to not only teach students about the importance of accessible design, but also to give them basic technological skills to understand, evaluate, and create web interfaces for accessibility.

**Queer Straight Alliance**, Stanford University 01/11 – 06/14  
*Event Coordinator*

- Plan campus-wide events, coordinate communication with other student groups and maintain online, and maintain social media presence.

## Skills

- **Programming:** Python, NLTK, Java, Objective-C, C, HTML/CSS and Bootstrap, SQL
- **Language:** Conversational proficiency in German and limited proficiency in Spanish
- **Software:** Adobe Photoshop and Lightroom
- **Other:** Advanced knowledge of photography and DSLR cameras