DANIEL STEINBOCK, PHD

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Sebastopol, CA, USA

SPECIALTIES

Ethnographic UX Research, Human-Centered Product Design & Strategy, HCI & UX (Spatial Computing, Sentient Agents, Learning, Online Collaboration), Design Education, Storytelling

EDUCATION

2012 Stanford University
Ph.D. in Anthropology of Education (focus in Learning Sciences & Technology Design)
Dissertation: *Making Silence Together: Collaboration in the Silent Gatherings of Quakers*
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), valedictorian

EMPLOYMENT

Google   7/2022 - PRESENT
Senior UX Researcher

Protagonist, Inc.   8/2021 - 4/2022
Principal Product Designer

Meta, Inc. (via Stripe Partners & Pro Unlimited), Menlo Park, CA   4/2016 - 3/2021
UX Researcher-Designer (Spatial Computing & Voice Assistants), Design Thinking Educator

Design Research Consulting, Freelance   10/2006 - PRESENT
UX Research & Design Consultant for corporate and non-profit clients

Stanford University, Stanford, CA   12/2014 - 4/2016
Lecturer, Graduate Program in Product Design (d.school)

True Story Game & Podcast, Palo Alto, CA   1/2012 - PRESENT
Founder, Designer & Storytelling Educator: AirBnb, Meta, Designer Fund, and others

The Tech Museum of Innovation, San Jose, CA   11/2014 - 4/2015
Civic Design Researcher (w/ Knight Foundation & Gehl Architects)

Keio University, Graduate School of Media Design, Tokyo, Japan 8/2012 - 1/2014
Assistant Professor, Faculty Director of the Global Innovation Design Program

Stanford University, Stanford, CA   9/2005 - 6/2012
Graduate Researcher and Instructor (Product Design & School of Education)

Stanford d.school (Hasso Plattner Institute of Design), Stanford, CA   4/2007 - 3/2008
Instructor, Founding Member of K12 Education Lab

Lunar Logic, Eugene, OR   9/2004 - 8/2005
Software Engineer

University of California, Computer Science Department, Santa Cruz, CA   9/2001 - 6/2004
HCI Undergraduate and Postgraduate Researcher

ACADEMIC TEACHING

2010-11, 2015-2016   **Needfinding (Design Research Methods),** Graduate Program in Design, Stanford University
Seminar on Design Research for all Product Design graduate 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 design student exchange program (from Pratt Institute) on semester-long research & prototyping on Japanese 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 perspectives on ethical and sustainable design.

SPRING 2010-2012   **Understanding Learning Environments,** Graduate School of Education, Stanford University
Learning Design & Technology master's course on major 20th and 21st century theories of learning.
with Roy Pea & Ray McDermott

AUTUMN 2011   **Cognition & Learning in Activity,** Psychology Dept. & School of Education, Stanford University
Graduate seminar on ethnographic studies of cognition in diverse cultural contexts.
with Roy Pea

AUTUMN 2009   **Design Thinking Bootcamp,** d.school Institute of Design, Stanford University
Teaching team for ethnographic investigation in corporate-sponsored design projects.
with David Baggeroer, Thomas Both, Jeremy Utley

AUTUMN 2008   **Designing to Learn,** d.school Institute of Design, Stanford University
Taught design students how to teach design-thinking to 7th graders in East Palo Alto, CA.
with Rich Crandall, Ugochi Acholanu

SUMMER 2007   **K12 Innovation Lab,** d.school 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 Dept. & School of Education, Stanford University
Grad/undergrad seminar on social impact of digital media on learning, cognition and citizenship.
with Roy Pea

Academic Short Courses & Workshops

OCT 2014   Needfinding in the Wild: design ethnography short course, Stanford University
AUG 2013   Human-Centered Design undergraduate workshop, Pratt Institute, New York, NY
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   7th Grade Design Studio, East Palo Alto Academy, East Palo Alto, CA
SUM 2007   1st, 4th and 7th Grade Design Thinking, Nueva School, Hillsborough, CA

AWARDS, HONORS & DISTINCTIONS

2005   **Quillen Doctoral Fellowship,** Stanford University
2003   **NSF Summer Fellowship,** Santa Fe Institute for Complex Systems Science
2002   **Highest Honors in Computer Science,** ranked 1st in graduating class, UC Santa Cruz
Valedictorian & College Honors, UC Santa Cruz, Benjamin F. Porter College
Dean's Award for Undergraduate Research in HCI, UC Santa Cruz, Baskin School of Engineering
1997   **Regents Scholar,** University of California full-tuition 4-year academic merit scholarship

PUBLICATIONS

User experience design patterns for pseudo-sentient agents, Steinbock, D., & Rao, S. CHI 2020: *Extended Abstracts of the 2020 CHI Conference on Human Factors in Computing Systems.*

The Work of Learning From Silence, McDermott, R., Rutherford-Quach, S., Steinbock, D.. *Cultural-Historical Approaches to Studying Learning and Development.* Springer, Singapore, 2019.

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.*

Repertoires of Collaborative Practice: Theoretical introduction and background, Barron, B., Martin, C. K., Mercier, E., Pea, R. D., Steinbock, D., Walter, S., Mertl, V.. CSCL 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, NL.

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 Conf. on Computer Supported Collaborative Learning.*

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, 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: *N. Amer. Assoc. for Computational Social and Org. Science Conference Proceedings.*

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

Composited Animation for Impossible Photography, Meta, Inc., Patents US10275856B2 and US20190043241A1, April 2019.

Artificial Sense of Direction for Pedestrian Navigation, Panasonic Inc. and Stanford Univ. Office of Technology Licensing Disclosure, June 2007.

Social Semantic Networks for Distributing Contextualized Information, Stanford University and Los Alamos National Laboratory, LAD2006-115, Dec 2006.