

William Odom

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EDUCATION

Ph.D. Student in Human-Computer Interaction at Carnegie Mellon University (Aug 2009-present)

M.S. Human-Computer Interaction / Design | May 2008
School of Informatics, Indiana University Bloomington

B.S. Informatics w/ distinction | May 2006
Minors: Information Technology, Music
School of Informatics, Indiana University Bloomington

B.A. Folklore/Ethnomusicology | May 2006
College of Arts and Sciences, Indiana University Bloomington

EXPERIENCE

Research Assistant

Human-Computer Interaction Institute
Carnegie Mellon University, Pittsburgh, PA | August 2009-Present

Research Intern

Socio-Digital Systems Group
Microsoft Research, Cambridge, UK | May 2009-August 2009

Fulbright Scholar

Design Department, Queensland College of Art
Griffith University, Brisbane, Australia | July 2008-May 2009

Guest Lecturer and Instructor, Physical Computing
Professor Stephen Viller, Interaction Design Department, School of ITEE
University of Queensland, Brisbane, Australia, | March-May 2009

Associate Instructor, Experience Design

Professor Jeffery Bardzell, School of Informatics (core HCI/Design graduate course)
Indiana University, Bloomington | January-May 2008

Associate Instructor, HCI / Design Evaluation Methods

Professor Youn-kyung Lim, School of Informatics (core HCI/Design graduate course)
Indiana University, Bloomington | August 2007-December 2007

Research Assistant, Professor Shaowen Bardzell, School of Informatics
Indiana University, Bloomington | Summer 2007

Research Assistant, Professor Eden Medina, School of Informatics
Indiana University, Bloomington | August 2006-May 2007

PUBLICATIONS

Reviewed Long Conference Papers

Odom, W., Zimmerman, J., Forlizzi, J. (2010, accepted). Designing for Dynamic Family Structures: Divorced Families and Interactive Systems. In *proceedings of Designing Interactive Systems*. DIS '10. ACM.

Odom, W., Harper, R., Sellen, A., Kirk, D., Banks, R. (2010). Passing On & Putting To Rest: Understanding Bereavement in the context of Interactive Technologies. In *proceedings of SIGCHI Conference on Human Factors in Computing Systems*. Atlanta, USA. CHI '10. **🏆 Nominated for Best Paper Award**

Odom, W., Pierce, J., Stolterman, E., Blevis, E. (2009). Understanding Why We Preserve Some Things and Discard Others in the Context of Interaction Design. In *proceedings of SIGCHI Conference on Human Factors in Computing Systems*. Boston, USA. CHI '09. ACM. New York, NY, 1053-1062.

Pierce, J., **Odom, W.**, Blevis, E. (2008). Energy Aware Dwelling: A Critical Survey of Interaction Design for Eco-Visualizations. In *proceedings of OZCHI Conference on Human Factors in Computer Systems* Cairns, Australia. OZCHI '08. ACM. New York, NY, 1-10.

Hanks, K., **Odom, W.**, Roedl, D., Blevis, E. (2008). Sustainable Millennials: Attitudes towards Sustainability and the Material Effects of Interactive Technologies. In *proceedings of SIGCHI Conference on Human Factors in Computing Systems*. Florence, Italy. CHI '08. ACM. New York, NY, 333-342.

Blevis, E., Makice, K., **Odom, W.**, Roedl, D., Beck, C., Blevis, S., and Ashok, A. (2007). Luxury & new luxury, quality & equality. In *Proceedings of the 2007 Conference on Designing Pleasurable Products and interfaces*. Helsinki, Finland. DPPI '07. ACM, New York, NY, 296-311.

Bardzell, J., Jakobsson, M., Bardzell, S., Pace, T., **Odom, W.**, & Houssian, A. (2007). Virtual Worlds and Fraud: Approaching Cybersecurity in Massively Multiplayer Online Games. *Digital Games Research Association (DiGRA) 2007*. Tokyo, Japan, 742-751.

Reviewed Short Conference Papers

Odom, W., Zimmernman, J., Forlizzi, J. (2010, accepted). Virtual Possessions. In *proceedings of Designing Interactive Systems*. DIS '10. ACM Press.

Odom, W. (2010, accepted) "Mate, we don't need a chip to tell us the soil's dry" Opportunities for Designing Interactive Systems to Support Urban Food Production. In *proceedings of Designing Interactive Systems*. DIS '10. ACM Press.

Odom, W., Jung, H., Hazlewood, W. (2010, accepted). Reflective Inquires: A Multi-Dimensional Approach to Designing for Domestic Elderly Life. In *Proceedings of Design and Emotion*. D&E '10.

Odom, W., Pierce, J. (2009). Improving with Age: Designing Enduring Interactive Products. In *Extended Abstracts of SIGCHI Conference on Human Factors in Computing Systems*. Boston, USA. CHI '09. ACM. New York, NY.

Odom, W. (2008). Personal Inventories: Toward Durable Human-Product Relationships. *CHI '08 Extended Abstracts of Human Factors in Computing Systems* Florence, Italy. ACM, New York, NY, 3777-3782. [Graduate Student Research Competition Paper, **1st Place Award**]

Odom, W., Jensen, S., and Li, M. (2007). Senior travel buddies: sustainable ride-sharing & socialization. In *CHI '07 Extended Abstracts of SIGCHI Conference on Human Factors in Computing Systems*. San Jose, CA. CHI '07. ACM, New York, NY, 2079-2084. [Student Design Competition Paper, **Finalist**]

Odom, W. (2007). The Design of Native American Websites: From Webrings to Cyber-locality. *Design: From Imagination to Practice, Ethnography of Technical Systems, International Committee for the History of Technology (ICOHTEC) 2007*, Copenhagen, Denmark.

Reviewed Journal Articles

Bardzell, S., **Odom, W.** (2008). The Experience of Embodied Space in Virtual Worlds: An Ethnography of A Second Life Community. *Space and Culture: An International Journal of Social Spaces*. Vol. 11, No. 3, p. 239-259

Other Articles

Odom, W., Banks, R., Kirk, D. (Sept + Oct 2010, forthcoming). Reciprocity, Deep Storage and Letting Go: Opportunities for designing interactions with inherited digital materials. In (Anderson, R. & Kolko, J., EICs) *ACM Interactions*. ACM Press, New York, NY.

Odom, W., Blevis, E., Stolterman, E. (2008). Personal Inventories in the context of Sustainability and Interaction Design. In (Blevis, E., contributing editor, Anderson, R. & Kolko, J., EICs) *Forum: Sustainably Ours. ACM Interactions. Volume XV* number 5. ACM Press, New York, NY, 11-16.

Reviewed Conference Workshop Papers

Lim, Y., **Odom, W.** (2009). On the importance of framing questions for user research in the experience-centered design process. In workshop proceedings of Building a unified framework for the practice of eXperience Design. *CHI 2009 Conference on Human Factors in Computing Systems*.

Allen, J., Zhu, X., Pierce, J., Gim, H., Hanks, K., Chennupati, B., **Odom, W.**, Roedl, D., Bhandari, S., Blevis, E. (2009). How Sustainable We Ourselves Are. In workshop proceedings of Defining the Role of HCI in the Challenges of Sustainability. *CHI 2009 Conference on Human Factors in Computing Systems*.

Odom, W., Jung, H., Hazlewood, W. (2008). Reflective Inquires: a multi-dimensional approach to user research. In workshop proceedings of on Designing for Engaged Experience. *OZCHI 2008 Conference*.

Odom, W., Pierce, J., Roedl, D. (2008). Social Incentive & Eco-Visualization Displays: Toward Persuading Greater Change in Dormitory Communities. In workshop proceedings of Public and Situated Displays to Support Communities. *OZCHI 2008 Conference*.

Odom, W. (2008). Values, Design, and Worthwhile Relationships. In workshop proceedings of Values, Value, and Worth, and their relationship to HCI. *CHI 2008 Conference on Human Factors in Computing Systems*.

Conference Workshops Organized

Massimi, M., **Odom, W.**, Kirk, D., Banks, R. (2010, accepted). HCI at the End of Life: Understanding Death, Dying and the Digital. In Ext. Abs. of *CHI '10*.

Bardzell, J., Bardzell, S., and **Odom, W.** (2007). Virtual Ethnography and Amateur Multimedia Community Research. Workshop: *Ethnographic Praxis in Industry Conference (EPIC) 2007*, Keystone, Colorado.

Conference Presentations

Odom, W. (2008). Design, Ethnography, and the Experience of Elderly Domesticity. *From Womb to Tomb: Processes of Everyday Life, A Symposium in Anthropological Research*, Anthropology Graduate Student Association, Bloomington, IN, January, 2008.

Hanks, K., **Odom, W.**, Roedl, D., Bleviss, E. (2007). Sustainable Millennials: Exploring the Material Effects of Information Technologies for a Generation of Excessive Consumption and Exceptional Potential. *Sustainable Transformations: Technology and Its Environments: 31st Annual Humanities and Technology Conference*. Rose-Hulman Institute of Technology. Terre Haute, IN, October 2007.

Odom, W. (2007). Panindianism and the Internet: Dimensions of Culture, Identity, & Community. *Inventing Tradition: A Symposium in Anthropological Research*, Anthropology Graduate Student Association, Bloomington, IN, February 2007.

AWARDS

Postgraduate Fulbright Scholar

Queensland College of Art, Griffith University, Brisbane, Australia | July 2008 – May 2009

Microsoft Imagine Cup 2008 Interface Design Competition **Winner** (1st out of 124 worldwide entries)
Paris, France | July 2008

Computer-Human Interaction (CHI) 2008 Graduate Student Research Competition **Winner** (1st out of 79 entries)
Florence, Italy | April 2008

Computer-Human Interaction (CHI) 2007 Student Design Competition Finalist
San Jose, California, USA | May 2007

Hutton Honors College Undergraduate Summer Research Grant
Indiana University, Bloomington, IN | Summer 2005

Graduate School Undergraduate Summer Research Grant
Indiana University, Bloomington, IN | Summer 2005

Invited Member of Informatics / Computer Science Undergrad Honors Seminar
Indiana University, Bloomington, IN | 2004-2006

INVITED PRESENTATIONS

Design & Time, Endurance & Ephemera: implications for the material dimensions of interactive technology
Research Colloquia Presentation, Design Department
Curtin University of Technology, Perth, Australia, May 1, 2009

Sustainable Interactions: Through Design, In Design
Research Colloquia Presentation, Interaction Design Group, Department of Information Systems
University of Melbourne, Melbourne, Australia, March 6, 2009

Design Perspectives on Sustainability & Physical Computing
Research Colloquia Presentation Interaction Design Department, School of ITEE
University of Queensland, Brisbane, Australia, March 3, 2009

Notions of Durability in the context of Interactive Technology
Research Colloquia Presentation, Interaction Design Department, School of ITEE
University of Queensland, Brisbane, Australia, December 3, 2008

Discussant: *Brisbane 2048*, Design Futures Public Event
Queensland College of Art, Griffith University, October 20, 2008

Discussant: *Design For a New Epoch: New Thinking, New Action*
Design Futures hothouse workshop, Queensland College of Art, Griffith University, August 30, 2008

—the following presentations were given at Indiana University Bloomington—
Human-Centered Design in the context of New Interaction Design Paradigms
School of Informatics, HCI/ Design Evaluation Methods (I543) Guest Lecture, November 20, 2007

Ethnography, User Experience & the Design Process
Department of Folklore, Senior Capstone Course (F497) Guest Lecture, October 24, 2007

Systemic Approaches to Wicked HCI Design Problems
School of Informatics, HCI/Design I (I541) Guest Lecture, October 17, 2007

Community, Representation of Identity, and Connectivity
Hutton Honors College Undergraduate Research Symposium, March 26, 2006.

Relational Connectivity: Fuzzy Logic Analysis and Visualization of Qualitative Data
Department of Folklore Capstone Seminar, November 14, 2005

SERVICE

CHI 2008/09/10 Conference Peer Reviewer, DIS 2010 Conference Peer Reviewer., Reviewer (design-oriented submissions) Journal of Science, Technology and Human Values, CHI 2008 Co-designer of CHI 2008 Conference Sustainability Survey, OZCHI 2008 SV

SKILLS

Design Methods: user-centered design, ideation, affinity diagramming, scenarios, personas, experience prototyping, cultural probes, proof-of-concept, participatory design, information architecture

User Research: ethnography, personal inventories, disposable camera study, contextual inquiry, focus group, experience sampling method, usability testing, heuristic analysis, GOMS, cognitive walkthrough, wizard of oz, survey design & data analysis

Development: XHTML, CSS, XML, PHP, SQL, Javascript (some), Java (some), C# (some for Phidget & Smartphone applications)

Prototyping: sketching, high/low fidelity prototyping, paper prototyping, experience prototyping, Flash, Photoshop, Illustrator

AFFILIATIONS

Association for Computing Machinery (ACM) | Special Interest Group on Computer Human Interaction (SIGCHI) | Design Research Society (DRS) | Interaction Design Association (IXDA) | Iota Nu Phi National

