

CASS SCHEIRER

(they/she)

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I am an artist, designer, and researcher with a passion for creating transformative and accessible interactive experiences. Currently, I am a first-year doctoral student at NYU Steinhardt, where I am studying the effects of interdisciplinary and inclusive learning design on mastery, motivation, and mental health. In my artwork, I use a wide range of media to create games, installations, and images about knowledge, gender, and anxiety.

EDUCATION

PhD	New York University , Educational Communication and Technology Steinhardt School of Culture, Education, and Human Development	May 2028
BFA	Carnegie Mellon University , Interdisciplinary Art and Media Studies School of Art (Self-Defined Major) Graduated with University Honors, College Honors Minor in Human-Computer Interaction	May 2023

RESEARCH EXPERIENCE

Elevate Lab, New York University	2023 - present
New York City, NY. Graduate Research Assistant. Advised by Kayla DesPortes. Investigating the design of playful computer science education tools and creative habits of mind.	
Future Interfaces Group, Carnegie Mellon University	2021 - 2022
Pittsburgh, PA. Undergraduate Research Assistant. Advised by Chris Harrison. Investigated the design of dynamic fiducial marker mechanisms for enhanced AR experiences.	
Fluid Interfaces Group, MIT Media Lab	2020 - 2022
Cambridge, MA. Undergraduate Research Assistant. Advised by Nataliya Kosmyna. Designed a traveling educational installation, websites, data visualizations, and other digital media.	
Frank-Ratchye STUDIO for Creative Inquiry, Carnegie Mellon University	2019
Pittsburgh, PA. Research Assistant. Advised by Golan Levin. Designed an image processing framework for the Carnegie Museum of Art's Teenie Harris Project.	

PROFESSIONAL EXPERIENCE

Exploratory Design Group, Apple Inc.	2022
Cupertino, CA. Test Engineer Intern. Managed by Brian Tsang and Mariel Lanas. Investigated the design of virtual packaging experiences for the Packaging Product Design team.	
Bongo Media	2020
Cambridge, MA. Design Intern. Managed by Cindy Bishop. Designed website wireframes, logos and images for novel media platform.	

HONORS AND AWARDS

Steinhardt Doctoral Fellowship , NYU Steinhardt	2023
Dietrich Humanities Award , CMU Undergraduate Research Symposium	2023
Samuel Rosenberg Senior Art Award , CMU School of Art	2023
Honorable Mention , Fast Company Design Awards, Student Category	2022
Frank-Ratchye Fund for Arts at the Frontier Microgrant	2020
1 Gold Key Portfolio, 1 Gold Key, 2 Silver Keys, 3 Honorable Mentions , Scholastic Art and Writing Awards, Photography Category	2017 - 2018

PUBLICATIONS

Conference Papers

- [5] **Scheirer, C.**, Harrison, C. 2022. DynaTags: Low-Cost Fiducial Marker Mechanisms. In Proceedings of the 2022 International Conference on Multimodal Interaction (ICMI '22). Association for Computing Machinery, New York, NY, USA.
- [4] Kosmyrna N., Soetaert N., **Scheirer C.** 2021. A Pilot Study of Using Brain-Computer Interfaces in Classrooms for Promoting Formal Educational Activities. In: Arai K. (eds) Proceedings of the Future Technologies Conference (FTC) 2021, Volume 3. FTC 2021. Lecture Notes in Networks and Systems, vol 360. Springer, Cham.
- [3] Nataliya Kosmyrna, Chi-Yun Hu, Yujie Wang, Qiuxuan Wu, **Cassandra Scheirer**, Pattie Maes. 2021. A Pilot Study using Covert Visuospatial Attention as an EEG-based Brain Computer Interface to Enhance AR Interaction. ISWC '21, September 21–26, 2021. Virtual, USA.
- [2] Nataliya Kosmyrna, Qiuxuan Wu, Chi-Yun Hu, Yujie Wang, **Cassandra Scheirer**, Pattie Maes. 2021. Assessing Internal and External Attention in AR using Brain Computer Interfaces: A Pilot Study. In Proceedings of 2021 International Conference on Wearable and Implantable Body Sensor Networks (IEEE BSN '21). Institute of Electrical and Electronics Engineers, USA.
- [1] Nataliya Kosmyrna, **Cassandra Scheirer**, and Pattie Maes. 2021. The Thinking Cap: Fostering Growth Mindset of Children By Means of Electroencephalography and Perceived Magic of Harry Potter Universe. Proceedings of the 39th Annual SIGCHI Conference on Human Factors in Computing Systems (May 8 - 13, 2021). CHI '21. ACM, New York, NY.

Editorial Photography

- [4] “Not The Number Garden.” MALVIE. The ARTIST Special Edition. November 2021. 58-65.
- [3] “ALICE.” INTRA. Issue 165. August 2021. 10-13.
- [2] “So What?” SELIN. Issue 5 Vol. 42. July 2021.
- [1] “Another Layer.” PUMP. The Trendsetter Issue Vol. 2, May 2021. 46-57.

EXHIBITIONS

Cambridge Public Library, “NeuraFutures.” Cambridge, MA. September 25, 2023 - present.

Boston Cyberarts Gallery, “NeuraLiminal.” Boston, MA. April 17 - June 28, 2023.

Miller Institute of Contemporary Art, “Emerging Horizons.” Pittsburgh, PA. April - May 2023.

MIT Rotch Library, “NeuraFutures.” Cambridge, MA. November 2022 - March 2023.

Cambridge Science Festival, “NeuraFutures.” Cambridge, MA. October 3 - 9, 2022.

Mind the Progress Conference, “NeuraFutures.” Hamburg, Germany. October 1, 2022.

MIT Media Lab Museum, “NeuraFutures.” Cambridge, MA. March - September 2022.

DA-Z New Media Art Festival, “NeuraFutures.” Zurich, Switzerland. October 27 - 31, 2021.

Carnegie Museum of Art, “In Sharp Focus.” Pittsburgh, PA. Permanent installation. 2020.
Carnegie Library of Pittsburgh, “Animated Soundscapes.” Pittsburgh, PA. May - August 2019.
Breed Memorial Hall, “Massachusetts Scholastic Art and Writing Awards Gold Key Exhibit.” Medford, MA. March-April 2017, 2018.

TEACHING

New York University, New York City, NY 2024 - present
Teaching Assistant

- *User Experience Design*, Educational Communication and Technology department (S24)

Carnegie Mellon University, Pittsburgh, PA 2021 - 2022
Teaching Assistant

- *Experimental Capture*, School of Art (F22)
- *Designing Human-Centered Software*, School of Computer Science (F21, S22)

LEADERSHIP

President, Student Committee, Community Navigation Network at NYU ECT 2024 - present
Diversity, Equity and Inclusion Chair, Tri Delta Sorority 2021 - 2022
Chapter Correspondent, Tri Delta Sorority 2019

SKILLS

Media Tools: Photoshop. Illustrator. Premiere Pro. Figma. Unity3D. Procreate. Squarespace.
Programming: JavaScript. HTML/CSS. Arduino. Processing. Python. C#.
Fabrication: Lasercutting. 3D Printing. Soldering. Carpentry. Welding.
Design Thinking: Rapid Prototyping. Wireframing. User Testing. Market Research. Personas.
Personal: Creativity. Communication. Quick Learner. Attention to Detail. Independence.