CS+SOCIAL GOOD STUDIO
MENTOR BIOS
HUMAN-CENTERED DESIGN MENTORS

The design mentor will support and provide weekly coaching throughout the human-centered design process (needfinding, synthesis, prototyping etc.) Expected time commitment is 1-2 hours / week.

Teams and mentors can decide how involved they would like the mentorship to be. To ensure a successful mentorship, the Studio leadership team will provide updates about learning objectives and suggested activities for each week.

- Establishing new directions for needfinding through co-brainstorm sessions
- Developing richer insights and synthesis from needfinding
- Provide advice/reviews on UX/UI
- Effective user testing for their particular context/user groups
- Meaningfully incorporating insights from needfinding and testing into prototypes
HUMAN-CENTERED DESIGN MENTORS

TITO BALSAMO  
Sr UX Designer, Apple  
tbalsamo@alumni.stanford.edu

I'm a product designer living and working in the San Francisco Bay Area and a graduate of Stanford University's Product Design program in 2011, where I cofounded the Stanford Design Initiation. I'm passionate about local & seasonal foods, travel, and fitness - from yoga, to running, to weight-lifting, and Beyoncé.

I've been a two-time StartX fellow, am currently advising Look, and cofounded Nutrivise (acquired by Jawbone in June 2013). I'm currently working as a Senior User Experience Designer at Apple.

MARINA BROIDO  
UX Designer, Cisco  
marinabroido@gmail.com

A passionate design thinker and a Stanford Ignite alum, I am currently a UX Designer for Cisco. Earlier I managed teams at Reebok, Colgate, Coca-Cola, Stockholm School of Economics, and taught at two universities.

Area of expertise: Design, UX, Business Development, Education

Can help with: discovering and understanding user needs, concept design and product prototyping

SARAH FATHALLAH  
Sr Design Strategist, SAP  
sarah.fathallah@gmail.com

Sarah is a user experience designer and researcher whose work focuses on social impact and international development issues such as financial inclusion and consumer protection, human rights, access to housing, and literacy in countries like China, Indonesia, Mexico, Mozambique, Nigeria, the Philippines, and the US.

She has worked for SAP and the World Bank serving Fortune 500 clients, government entities, and non-profits such as Internews, Bread for the City, Safe Horizon, and Democracy Works. In her spare time, Sarah is a coach in the Stanford Design for Extreme Affordability course, and volunteers with Meedan to translate the 2016 US Elections and the California Department of Justice's OpenJustice initiative to visualize the criminal justice system.

JASON MAYDEN  
Designer/Entrepreneur-In-Residence, Accel Partners  
jcm@accel.com

Jason Mayden is a Designer/Entrepreneur-In-Residence at Accel Partners and lecturer at Stanford University's d.School. Prior to joining Accel and Stanford he spent 13+ years at Nike where he led and contributed to the creation of innovative sport performances products for athletes and cultural icons such as Carmelo Anthony, Chris Paul, Russell Westbrook, Derek Jeter, and Michael Jordan.

Since leaving Nike, he has worked with industry leading organizations, such as Pixar, Google, Disney, LinkedIn, Pinterest and Apple to help develop strategies focused on building and scaling diverse and inclusive creative organizations.
HUMAN-CENTERED DESIGN MENTORS

NIVEEN SAYEED
Sr UX Researcher, Prezi
niveen@byniveen.com

Niveen is a creator of evocative experiences: she uses strategic thinking to help realize her futuristic ideas. Her work has spanned from building physical experiences as an Architectural Designer, to creating innovative digital experiences as a Design and UX Strategist. She is a global citizen who has worked on social impact projects in Pakistan, Nepal, Haiti and the US. She also worked on designing AT&T’s Aspire Edtech Accelerator.

Areas of expertise: Design, Information Architecture, User experience strategy, UX/Design Research, Social Impact, Education

Can help with: Applying Design thinking to your projects, figuring out the needs of the humans you want to serve, creating research plans and selecting the best methodologies for your project, creating the UX strategy that delivers on your business goals and ideas, creating wireframes and architecture flows.

DASSI SHUSTERMAN
Director of UX, Blurb
shusterlady@gmail.com

With 15 years of experience building consumer products, Dassi was most recently Director of User Experience at Blurb, where she led her team of designers to create experiences for people who want to take publishing into their own hands. Prior to Blurb, she worked at companies including Plaxo, People PC and AOL Time Warner, defining and designing a wide range of consumer-facing products.

Dassi started out on the business side as a product manager after completing her MBA from NYU, but moved to UX roles when she realized that she wanted to be closer to the user.

Areas of expertise: Product design, UX research, UX/UI, Product management

Can help with: Discovery sprints, Design process in Agile environments, Lean UX (goals and problem statements, prototype and testing/iteration), User-centered design, information architecture

JUHI SINGH
UX Researcher, Facebook
juhising.10@gmail.com

Juhi is a user experience researcher/designer, an advocate for the user, translator of behavioral data into compelling stories and a facilitator of collaborative design activities. A masters level graduate in design thinking and leadership, she has 8 years of design experience with a background in graphic design and an undergrad in design and multimedia.

Areas of expertise: Design Thinking, everything User Experience, design process

How can I help: How to apply design thinking to your process, following the design process, practicing process skills, defining the (root) problem.
TECHNICAL MENTORS

The technical mentor will provide advice and coaching on the technology development process (stack architecture, front-end/back-end, web-dev etc.). Expected time commitment is 1-2 hours / week, more so in Feb-Mar.

Mentors will meet with students weekly to provide guidance in the following areas throughout the development process. Teams and mentors can decide how involved they would like the mentorship to be. To ensure a successful mentorship, the Studio leadership team will provide updates about learning objectives and suggested activities for each week.

- Architecting the development process at the very beginning
- Sharing information about existing frameworks and solutions that students can leverage
- Be available for students to ask for help when they are stuck technically
TECHNICAL MENTORS

JERRY CAIN
CS Lecturer, Stanford
jerry@cs.stanford.edu

Jerry Cain is an internationally recognized and respected Lecturer in Computer Science at Stanford University. He is known for teaching the introductory computer programming courses, most notably CS110, which teaches students how to design and implement robust, scalable systems, and he's been identified by both the Stanford Daily and Business Insider as one of the university’s best instructors. Jerry manages a parallel career as a part-time software developer for Facebook, where he implemented the first two iterations of the now ubiquitous Like button and Comments plugin. He's also an investor and advisor for Down To Lunch, eero, Amino, IPFS, and Bolt, and he recently accepted an invitation to be a scout for Sequoia Capital.

Jerry is particularly interested in the product design, architecture, and implementation of platforms and applications that solve difficult scientific problems and require advanced computer science material.

NATHAN EIDELSON
Software Engineer, Airtable
nathan.eidelson@gmail.com

Hi! I am an alumni of the Computer Science program here at Stanford, having completed my B.S. / M.S. with a concentration in HCI. I am currently a product engineer at Airtable, where we build tools for ordinary people to organize just about anything you can imagine. I have a fair amount of experience building iPhone apps (both client and server) and launching them to the App Store.

In addition, I enjoy developing web applications in React.js and find myself doing so frequently at work. I am more than happy to help with any iOS, React, or server aspects of your project.

JESSIE DUAN
Product Engineer, Quora
jessiejduan@gmail.com

Jessie is a product engineer at Quora. She graduated from Stanford in 2015, after majoring in applied math and co-terming in CS, with software and PM internships at Khan Academy and Microsoft. She also started Girls Teaching Girls To Code, a group that gets high school girls interested in CS.

Areas of expertise: Web (frontend/backend) and product design

Can help with: Building (or hacking together) a webapp, designing product mechanics.

DMITRI GASKIN
CTO & Co-founder, Branch Metrics
dmitri@branch.io

Dmitri is a founder of Branch, a tool to help app developers grow their userbase. At Branch, he has helped scale the backend infrastructure to serve billions of requests a day to tens of thousands of mobile apps. Prior to Branch, he was a core contributor to Drupal, an open source content management system. Dmitri attended Stanford briefly as an undergrad before dropping out to start Branch.

Dmitri specializes in backend server infrastructure and large-scale systems, and has extensive experience in front-end and backend web development, as well as designing and creating MVPs of software products.
Sam has a wide variety of experiences in CS and social change. At Stanford, he started Code the Change as well as the Practical Unix class. He had internships at Google.org, InSTEDD (CS for public health in Cambodia), and Ashoka Changemakers (a web platform to help social entrepreneurs). While Sam was a computer science major, he also took many classes on social entrepreneurship, design, identity, health, and education.

After graduating, he worked on a diversity program at the engineering education team at Google, was on the fix it team for healthcare.gov, and he is currently working on healthcare data at Nuna.

At various times, he has done backend and frontend software engineering, user experience design work, work on processes and organizations, and work in different subject areas, so please feel free to ask him about anything.
GENERAL MENTORS

General mentors bring unique expertise in social impact, business development and/or technology. Students can reach out to general mentors directly for specific help and requests.
GENERAL MENTORS

AMY LIU
Design Lead, CS+Social Good
liuamyj@stanford.edu

Amy is a junior at Stanford studying computer science with a focus in human computer interaction. She loves learning about the intersections of CS with education and biotechnology. Amy is particularly interested in visual design because she is passionate about creating meaningful experiences between people and the technologies they use. She also enjoys rock climbing, sketching, and drinking tea.

CATHY ZHU
Software Engineer, Palantir
cathyxz@gmail.com

Graduated from Stanford MSBS CS ’16, HCI and Systems, was a former CA for CS 147, 140, 155. Currently a software engineer at Palantir.

Areas: Web development, design process, sketching.

Can help with: Node, Rails, JavaScript, React, SQL, server setup and things.

JUSTIN SAYARATH
Software Engineer, Palantir
jsayarath@kpcb.com

Justin joined Kleiner Perkins Caufield & Byers in 2013. He drives the firm’s university and “next generation” strategy while helping KPCB portfolio companies build their brands on top college campuses across the country. Justin focuses on crafting the KPCB Fellows experience, building community and developing relationships with the next generation of entrepreneurs, hackers and makers. Justin is also passionate about the intersection of social good and technology, launching the firm’s Build for Good initiative.

Before joining KPCB, Justin was a student at UC Berkeley where he served as the Executive Vice President of UC Berkeley’s 36,000-member student body working on projects to construct and redesign major campus buildings, bring software and technology to students to expand learning outside of the classroom, and foster community across Cal’s thousands of student organizations. He was also a founding designer and managing editor of Caliber Magazine, where he focused on building a lasting media brand around student life.

Sub-areas: Growth, Marketing, Social Impact
General Mentors

Vinamrata Singal
Associate Product Manager, Google
vinamrata.singal@gmail.com

Vinamrata Singal is an Associate Product Manager (APM) at Google working on Next Billion Users, where she creates products for emerging markets. Having lived in four countries growing up (India, Saudi Arabia, New Zealand, and the US), she has witnessed lots of social problems and is interested in using her technical skills for impact.

She graduated from Stanford University, where she studied Computer Science, and was a board member at CS+SocialGood, the first Stanford student group to inspire students to use technology for social impact; in CS+SocialGood, she ran the first iteration of the Studio program, in which Stanford students conduct their own social impact project.

She is also currently a student representative to the Development Committee of the Stanford Board of Trustees. Previously, she also ran the E-Challenge competition within the Business Association of Stanford Entrepreneurial Students, which was a startup business plan competition. She has had numerous internships in industry, having done software engineering at Google and PayPal.

Patrick Schmitt
GSB1 Student, Prior Head of Innovation & Strategy at change.org
ps1@stanford.edu

Patrick is a student at Stanford’s Graduate School of Business.

Prior to becoming a student again, he served as Head of Innovation & Strategy and Director of Global Campaigns at Change.org, helping the B-Corp grow to 120 million members in just a few years.

Before Change.org, he was the Director of Email Campaigns at Organizing for America and a Campaign Director at MoveOn.org.

Patrick has also served as co-founder and Executive Director of ServeNext, an advocacy organization that works on national service issues, and Executive Director of STAND: A Student Anti-Genocide Coalition.

Patrick is also a really, really good uncle to his 3-year old nephew.