Marjorie Ann M. Cuerdo

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RESEARCH INTERESTS

Human-Computer Interaction and Games: Player Experience, Affective Learning, Embodied Interaction, Collaboration, Games User Research (GUR)

EDUCATION

Ph.D. Computational Media December 2020 – t.b.d.
University of California, Santa Cruz
Jack Baskin School of Engineering, Santa Cruz, CA

M.S. Human-Computer Interaction August 2020
DePaul University
College of Computing and Digital Media**,** Chicago, IL,

B.A. Digital Media Studies May 2017
University of Rochester
College of Arts, Science, and Engineering, Rochester, NY, USA

RELATED POSITIONS

Graduate Student Researcher Mar 2021 – Present
Department of Computational Media, (Remote) UC Santa Cruz, CA

- Conducting ongoing research for the ALT Games Lab on player experience, failure and learning in games, and embodied interaction.

Teaching Assistant (TA) Sep 2021 – Dec 2021
Game Design Systems, Games & Playable Media, UC Santa Cruz Silicon Valley Center, CA

- Hold office hours, evaluate student assignments, and mentor students.

Teaching Assistant (TA) Jan 2021 – Mar 2021
Foundations of Video Game Design, Computational Media, (Remote) UC Santa Cruz, CA

- Taught introductory video game design to two ~40-student subsections weekly.
- Met with professor and other TAs, prepare section lecture materials, grade assignments, and mentor students in office hours.

Game User Experience / Junior Specialist Oct 2020 – Dec 2020
Alternative Learning Technologies (ALT) & Games Lab, (Remote) UC Santa Cruz, CA

- Worked on two projects: death in games and embodied/tangible space collaboration.
- Developed a platformer game in Unity to use for research study.
- Evaluated player experience and player traits through quantitative surveys.

Research Intern Mar 2019 – Sep 2020
Alternative Learning Technologies (ALT) & Games Lab, (Remote) UC Santa Cruz, CA

- Performed qualitative methods and analysis to create a taxonomy for death and rebirth/respawning in platformer games.

Graduate Research Assistant May 2019 - Present
Learning & Human-Centered Computing (LHCC) Group, DePaul University**,** Chicago, IL

- Worked on two projects: collaborative learning and child-computer interaction.
- Compiled literature and led discussions on computer-supported collaborative learning.
- Moderated lab sessions for a modified System Usability Scale with children aged 7-11.
- Conducted group qualitative analysis on data.

Research Intern Jan 2016 – May 2016
Aalborg University, CREATE Department, Copenhagen, DK
- Assisted with a literature review on art in hospitals.

PUBLICATIONS
- **Marjorie Ann Cuerdo**, Anika Mahajan, and Edward Melcer. (2021). "Die-r Consequences: Player Experience and the Design of Failure through Respawning Mechanics". In Proceedings of the 3rd IEEE Conference on Games (CoG). IEEE.
- Katelyn Grasse, **Marjorie Ann Cuerdo**, and Edward Melcer. (2021). "Mad Mixologist: Exploring How Object Placement in Tangible Play Spaces Affects Collaborative Interaction Strategies". In Proceedings of the 3rd IEEE Conference on Games (CoG). IEEE.
- Edward F. Melcer and **Marjorie Ann M. Cuerdo.** (2020). "Death & Rebirth in Platformer Games". In *Game User Experience and Player-Centered Design.* Springer.
- **Marjorie Ann Cuerdo** and Edward Melcer. "'I'll Be Back': A Taxonomy of Death and Rebirth in Platformer Video Games". In Extended Abstracts of the 2020 CHI Conference on Human Factors in Computing Systems. CHI '20, Honolulu, HI, USA. ACM.
- Cynthia Putnam, Melisa Puthenmadom, **Marjorie Ann Cuerdo**, Wanshu Wang, and Nathan Paul. (2020) "Adaptation of the System Usability Scale for User Testing with Children". In Extended Abstracts of the 2020 CHI Conference on Human Factors in Computing Systems. CHI '20, Honolulu, HI, USA. ACM.

REVIEW ACTIVITIES
- CHI Conference on Human Factors in Computing Systems (2020, 2021)
- Journal of Games, Self, & Society (Vol. 2, Issue 1)

SKILLS
- User Experience Research Methods
  - Usability Testing
  - Playtesting
  - Heuristic Evaluation
  - Interviews
  - Surveys
  - Data Analysis (SPSS)
- Coding + Design
  - Prototyping (Adobe XD, Axure, Invision)
  - Games (Unity, C#)
  - Web (HTML, CSS, JavaScript)
  - Physical computing (Arduino)

MENTORING
- Anika Mahajan (undergraduate), Research Project Nov 2020 – Current

FUNDING

Gates Millennium Scholars Program Graduate Doctoral Fellowship

PROFESSIONAL AFFILIATIONS

- ACM - Association for Computing Machinery Member 2020 – Current
- SIGCHI - Special Interest Group on Computer-Human Interaction Member 2021 – Current