



# Marjorie Ann Cuerdo

## User Experience Researcher

*Empathetic user researcher who analyzes user experience through mixed-methods processes. Curious scholar who bridges her technical, design-oriented, and academic knowledge to effectively communicate with cross-functional teams and get results fast.*

### Contact

Santa Clara, CA  
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### Skills

#### UX Research Methods

Usability testing  
Observation  
Interviews  
Surveys  
Heuristic evaluation  
Data analysis  
Research study design  
Remote & in-person moderation  
Playtesting

### Education

PhD Computational Media,  
2020 - 2025 (expected)  
University of California, Santa Cruz  
- Santa Clara, CA

MS Human-Computer Interaction,  
2017 - 2020  
DePaul University - Chicago, IL

BA Digital Media Studies,  
2013 - 2017  
University of Rochester - Rochester, NY

### RELEVANT EXPERIENCES (most to least)

**Graduate Student Researcher**, UCSC Silicon Valley Center (SVC), Santa Clara, CA  
March 2019 – Present

- Conceptualizes, designs, and conducts research studies from beginning to completion
- Uses qualitative methods (e.g. used observation and coding to create a taxonomy for respawning in platformer video games)
- Uses quantitative methods (e.g. conducted surveys on player experience (immersion))
- Writes and publishes papers to present findings in academic and industry conferences
- Create – design and code – media artifacts with collaborators to use for research work

**Graduate Student Researcher**, DePaul University CDM, Chicago, IL  
May 2019 – September 2020

- Moderated in-person lab studies with child participants using a modified SUS to assess engagement and learning in beginner programming games
- Conducted group qualitative analysis on data to write accepted conference paper
- Compiled research literature and led weekly discussions on computer-supported collaborative learning for the Learning & Human-Centered Computing Group

**Game User Experience / Junior Specialist**, UCSC SVC (remote), Santa Clara, CA  
October 2020 – December 2020

- Designed and conducted research study for challenge design in platformer games
- Assisted in writing an accepted conference paper about embodied space collaboration

**Teaching Assistant**, UCSC (remote & in-person), Santa Clara, CA

January 2021 – March 2021 (a) and September 2021 – December 2021 (b)

- Assisted professors in teaching (a) undergrad *Foundations of Video Game Design* and (b) graduate *Game Design Systems* throughout instructional shifts during this pandemic
- Collaborated with other instructors to prepare lecture materials, grade assignments, and mentor students in office hours both remotely and in-person
- Lectured 1.5 hours weekly to two TA sections, each with about 40 undergrad students

**Office IT Support**, University of Rochester Medical Center, Rochester, NY  
February 2017 – August 2017

- Assisted senior analyst/programmer with technical needs of the cross-functional Developmental and Behavioral Pediatrics department at UPMC
- Held general technical duties such as data entry and organization, website analytics, generating reports, automated email distributions, and digital media creation

**Research Mentor**, UCSC SVC (remote), Santa Clara, CA  
November 2020 – Present

- Guides undergrad research assistants with conceptualizing and implementing their ideas, as well as assist in the research studies that I designed for our ALT Games Lab

### PROFESSIONAL AFFILIATIONS

ACM SIG on Computer-Human Interaction and Games Research & UX SIG