



# Marjorie Ann Cuervo

## 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

#### Coding + Design

Prototyping  
Object-oriented programming  
(e.g. Python, Java, C#)  
Game design and development

### Education

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

M.S. Human-Computer Interaction,  
2017 - 2020  
DePaul University - Chicago, IL

B.A. 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

**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

### PUBLICATIONS

**Marjorie Ann Cuervo**, Anika Mahajan, and Edward Melcer. (2021). "Die-r Consequences: Player Experience and the Design of Failure through Respawning Mechanics". In Proceedings of the 3<sup>rd</sup> Conference on Games (CoG). IEEE.

Katelyn Grasse, **Marjorie Ann Cuervo**, and Edward Melcer. (2021). "Mad Mixologist: Exploring How Object Placement in Tangible Play Spaces Affects Collaborative Interaction Strategies". In Proceedings of the 3<sup>rd</sup> IEEE Conference on Games (CoG). IEEE.

Edward F. Melcer and **Marjorie Ann M. Cuervo**. (2020). "Death & Rebirth in Platformer Games". In Game User Experience and Player-Centered Design. Springer.

**Marjorie Ann Cuervo** and Edward Melcer. (2020). "'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 Cuervo**, 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.

### PROFESSIONAL AFFILIATIONS

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