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 Research Assistant   Mar 2021 – Present
Department of Computational Media, (Remote) UC Santa Cruz, CA
- Conducting ongoing research for the ALT Games Lab on player experience, emotions in games, and embodied interaction.

Teaching Assistant (TA)   Jan 2021 – Mar 2021
Department of Computational Media, (Remote) UC Santa Cruz, CA
- Teaching introductory video game design to two ~40-student sections weekly.
- Meet 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
- Working on two projects: death in games and embodied/tangible space collaboration.
- Developed a platformer game in Unity to use for research study.
- Adapted and conducted surveys to evaluate player traits and experience of enjoyment and flow.
- Preparing study data for analysis and publication.

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.
- Co-authored a short paper and a book chapter.

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.
- Co-authored a short paper.

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

PUBLICATIONS
- 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 2021 – Current

Member