



Marjorie Ann Cuervo

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

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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

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

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

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 Respawn Mechanics". In Proceedings of the 3rd 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 3rd 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