Marjorie Ann M. Cuerdo

marjcuerdo.com | mcuerdo@ucsc.edu | (646) 715-5485

RESEARCH INTERESTS

Human-computer interaction; games user research; extended reality (VR/AR/MR); learning.

EDUCATION

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

B.A. with Distinction in Digital Media Studies   May 2017
University of Rochester, Rochester, NY, USA
Minors in Computer Science, Audio & Music Engineering

RESEARCH POSITIONS

Graduate Research Assistant   Mar 2019 – Present
Alternative Learning Technologies (ALT) & Games Lab, UC Santa Cruz, CA
- Works with Professor Edward Melcer on a project titled "Death and Rebirth: A Taxonomy for Platformer Games".
  - Conducts research on player experience of in-game death in platformers.
  - Performed observations and qualitative and quantitative analysis of existing commercial platformer games.
  - Co-authored papers and a book chapter.
- Participates in lab meetings.

Graduate Research Assistant   May 2019 - Present
Learning & Human-Centered Computing (LHCC) Group, DePaul University, Chicago, IL
- Led a literature review on computer-supported collaborative learning for LHCC, advised by Professor Craig Miller.
- Was a Research Assistant to Professor Cynthia Putnam on a project titled "Mobile-based Interaction Design and User Testing".
  - Moderated studies on a modified System Usability Scale with children aged 7-11 in a lab and conducted qualitative analysis on data.
  - Co-authored papers.

Research Intern   Jan 2016 – May 2016
Aalborg University, CREATE Department, Copenhagen, DK
- Assisted then-PhD candidate in completing literature review and writing for research in Evidence-Based Design for Art in Hospitals.

PUBLICATIONS

- Submitted: Cynthia Putnam, Maria Soledad Pera, Jerry Alan Fails, **Marjorie Ann M. Cuerdo**, Melisa Puthenmadom, Wanshu Wang, and Nathaniel Paul. "Benchmarking Usability and Learnability of Comparable Design Patterns of Mobile Apps Designed for Children".
- 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
- Journal of Games, Self, & Society (Vol. 2, Issue 1)
- CHI Conference on Human Factors in Computing Systems (2020)

SKILLS
- User Experience Research
  - Usability Testing
  - Playtesting
  - Heuristic Evaluation
  - Interviews
  - Surveys
- Design
  - Wireframing and Prototyping
  - Adobe XD, Axure, Invision
- Coding and Analysis
  - HTML, CSS
  - JavaScript
  - C# + Unity
  - Python
  - R, SQL, SPSS

FUNDING
Gates Millennium Scholars Program Graduate Fellowship

PROFESSIONAL AFFILIATIONS
Member of Association for Computing Machinery (ACM)   2020 – Current