**Marjorie Ann Cuerdo**

User Experience Researcher

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*Empathetic user researcher focused on finding answers to questions about user experience using solo and collaborative methods. Curious scholar who harnesses her analytical tech, creative design, and academic knowledge to effectively communicate with multidisciplinary teams and get results.*

**RESEARCH INTERESTS**

Human-computer interaction and games: player/user experience, immersion, embodied interaction

**SKILLS**

* User Experience Research Methods
  + Usability testing
  + Observation
  + Interviews
  + Playtesting
  + Heuristic evaluation
  + Surveys
  + Statistical analysis
  + Research study design
  + Conducting remote and in-person studies
* Coding + Design
  + UI prototyping
  + Game design & development

**EDUCATION**

*Ph.D. Computational Media* December 2020 – 2025 (projected)

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 Student Researcher*  Mar 2019 – Present

Department of Computational Media, (Remote) UC Santa Cruz, CA

* Design and conduct research studies from conception, implementation, to completion.
* Used qualitative methods to create a taxonomy for respawning in platformer games.
* Used quantitative methods to evaluate player experience challenge through surveys.
* Write and publish papers and present findings in conferences.
* Code and design media artifacts with collaborators to use for research studies.

*Teaching Assistant (TA)*  Sep 2021 – Dec 2021

Game Design Systems, Games & Playable Media, UC Santa Cruz Silicon Valley Center, CA

* Assist with lectures, hold office hours, evaluate assignments, and mentor M.S. students.

Jan 2021 – Mar 2021

Foundations of Video Game Design, Computational Media, (Remote) UC Santa Cruz, CA

* Taught introductory video game design to two ~40-student subsections weekly.
* Met with professor and other TAs to 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

* Worked on two projects: failure in games and embodied/tangible space collaboration.

*Graduate Research Assistant*May 2019 – Sep 2020

Learning & Human-Centered Computing (LHCC) Group, DePaul University**,** Chicago, IL

* Compiled literature and led discussions on computer-supported collaborative learning.
* Moderated lab sessions using modified SUS with children playing coding games.
* Conducted group qualitative analysis on data and helped write conference paper.

*Research Intern* Jan 2016 – May 2016

Aalborg University, CREATE Department, Copenhagen, DK

* Assisted with a literature review on observational research for art in hospitals.

**MENTORING**

Guiding research assistants to conceptualize and implement their ideas and assist in my projects.

* Anika Mahajan (undergraduate), Research Project Nov 2020 – Present
* Ramon Rubio (undergraduate), Research Project Oct 2021 – Nov 2021

**PUBLICATIONS**

* **Marjorie Ann Cuerdo**, Anika Mahajan, and Edward Melcer. (2021). “Die-r Consequences: Player Experience and the Design of Failure through Respawning Mechanics”. In Proceedings of the 3rd IEEE Conference on Games (CoG). IEEE.
* Katelyn Grasse, **Marjorie Ann Cuerdo**, 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. 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)
* IEEE Conference on Games (CoG) (2021)
* Journal of Games, Self, & Society (Vol. 2, Issue 1)

**PROFESSIONAL AFFILIATIONS**

* GRUX - GDA Games Research & User Experience SIG 2018 – Present
* ACM - Association for Computing Machinery Member 2020 – Present
* SIGCHI - Special Interest Group on Computer-Human Interaction 2021 – Present

Member