**Marjorie Ann Cuerdo**

User Experience Researcher

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**RESEARCH INTERESTS**

Human-Computer Interaction and Games: Player Experience, Challenge, Failure, Learning, Games User Research (GUR), Embodied Interaction (XR), Collaboration, Accessibility

**SKILLS**

* User Experience Research Methods
  + Usability Testing
  + Playtesting
  + Heuristic Evaluation
  + Interviews
  + Surveys
  + Data Analysis
* 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

* Conducting ongoing research for the ALT Games Lab on player experience, challenge and failure in games, embodied interaction, and learning.
* Used qualitative methods to create a taxonomy for death and rebirth/respawning in platformer games.
* Used quantitative methods to evaluate player experience through surveys.
* Publish papers and present findings in conferences.

*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.

*Teaching Assistant (TA)*  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: death in games and embodied/tangible space collaboration.
* Developed a platformer game in Unity to use for research study.

*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 using modified SUS with children aged 7-11 who played coding games geared towards kids.
* 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 art in hospitals.

**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)

**MENTORING**

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

**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