

# Jessica Roth

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## Research on Video Games and Communities

A graduate student of Cornell University who's main educational focus is on interactions between players across genres, communities, and various platforms, and to see what affects them. Ability to evaluate any of these areas is reinforced by designing games, websites, theories, and hardware prototypes based on feedback and data analysis from research.

## Education

**2015 - Present**

### **Master of Professional Studies in Information Sciences**

*Cornell University - Ithaca, NY*

Expected graduation May 2016. GPA: 3.9/4.0

**2015**

### **Bachelor of Science in Interdisciplinary Studies**

*Cornell University - Ithaca, NY*

Graduated as Cornell Tradition Fellow

## Relevant Skills and Classes

### **Skills**

**Knowledgeable of various research techniques** (from field research to data analysis to prototype testing), **UX design, Game design, Physical and software prototyping**, HTML, CSS, Java, Python, C++, Photon programming, Proficient with Adobe Suite, Proficient with Microsoft Office Suite, Unity, Particle Dev, **Knowledgeable of gaming communities and current trends**, Skilled MMO player, Digital and traditional artist

### **Classes**

Advanced Data Analytics Applications and Methods, Advanced Digital Media, Analytics-Driven Game Design, Behavior and Information Technology, Communication Theory Construction, Designing Technology for Global Impact, Global Innovations and Technology, Inside Technology, Introduction to Game Design, Introduction to Python, Linear Algebra, Networks, Object-Oriented Programming, Rapid Prototyping, Statistics, Teams and Technology, Web Programming

## Research Experience

**Fall 2015**

### **Game Designer/Researcher**

*People Aware Computing Lab - Ithaca, NY*

Designed theme, UI, characters, and game mechanics for a mobile game that is enjoyable while teaching users about nutrition.

Created prototypes to test different comparisons and storyboards to compare ideas.

**Fall 2015**

### **Study Designer/Lead Researcher**

*Cornell University - Ithaca, NY*

Designed and led a study for a graduate course to determine effects of video games on attention.

Created an app to measure the participant's accuracy through the game.

Conducted statistical tests between game data and demographic data to find significant trends. Submitted IRB to Cornell. Composed final paper and coordinated other members' actions.

**Fall 2015**

### **Theory Construction**

*Cornell University – Ithaca, NY*

Took a second year PhD course on communication theory construction, and focused on how player interactions can be altered by design choices made by games, specifically MMORPGs, resulting in a 30 page report.

Spent a semester on theory research and preliminary data collection through MMO dungeon runs.

Presented a 30 minute job talk to professors and students of the Communication Department of Cornell University.

**Spring 2015**

### **Student Researcher**

*Social Media Lab – Ithaca, NY*

Designed a study under Professor Jeffrey Hancock to determine types of lies people tell, how they are discovered, and what digital platforms are used to deliver them.

Created an extensive survey sent out over Mechanical Turk. Coded all responses and performed statistical tests for significance. Wrote preliminary paper discussing findings.

**Spring – Fall 2013**

### **Game Designer**

*Cornell University – Ithaca, NY*

Took part in research project to create an educational biology video game by focusing on UI and asset designs (characters, environment, etc.).

Presented at Cornell's game showcase, worked on resultant prototypes after player feedback.

## **Other Work Experience**

**Spring 2016**

### **Teaching Assistant**

*Designing Technology for Social Impact – Ithaca, NY*

Assist Professor Park Doing with running a lecture of 200 students.

Hold office hours for students who need assistance. Attend weekly meetings for grading.

**Spring 2016**

### **Business Consultant/UI Designer**

*GiveNext – Ithaca, NY*

Determine direction of marketing through extensive industry research. Design new features in response to findings for the company's application.

**Summer – Fall  
2015**

### **Barista/Café Assistant**

*Barnes & Noble – Ithaca, NY*

Help to make all food and drinks within the café while assisting customers and maintaining stock and cleanliness of the facility, oftentimes without supervision or assistance.

**Summer 2013 –  
Spring 2015**

### **Office Assistant**

*Cornell Residential & New Student Programs – Ithaca, NY*

Helped answer questions regarding housing for students and aided residence hall directors with organization and preparation of housing activities.

Assisted in starting the social media platform for residential programs and maintained the websites for each residence hall.