

Christopher R. Karzmark, PhD.

Mixed-methods UX & games researcher • Advocate for the everyday user • Careful empiricist

EXPERIENCE

Quantic Foundry — Research Contributor

Remote | May 2018 - March 2019, October 2020 - Present

- Currently studying how Covid-19 has impacted what games people play, and what kinds of games help people get through lockdowns and social distancing.
- Owned analysis and development of actionable insights from large-scale survey on virtual reality adoption. Findings published on blog: quanticfoundry.com/2019/03/01/vr-adoption/

UC Santa Cruz — PhD Researcher in Psychology

Santa Cruz, CA | September 2014 - July 2020

- Empirically tested multimodal metaphor theory which assumes media prompts audiences to make metaphorical connections. Used AAA and indie video games as a novel medium for these effects.
- Scoped and conducted mixed-method research program on players' experiences playing games to validate players' ability to infer metaphorical implications from abstract games, with explicit metaphorical interpretations driving the game's emotional impact.
- Scoped and conducted mixed-methods studies on how mental models of memory influence the efficacy of note taking.
- Led and mentored a team of 4-6 undergraduate researchers to develop qualitative coding schemes for players' interpretations of games and mental models of memory.
- Presented results in talks at interdisciplinary, international conferences.

Google, Google Cloud Platform — UX Research Intern

San Francisco, CA | June 2019 - September 2019

- Examined enterprise end users' comprehension of the differences between a family of cloud computing products, which contributed to product naming decisions.
- Owned end-to-end research and cross-functional relationships (product managers, engineers, designers) to identify potential users' perceptions of 2 versions of Cloud Run.
- Guided product positioning by identifying users' mental models across related Google Cloud products, and identified points of confusion.
- Led a usability study and semi-structured interviews, and used findings to drive design iterations on features related to a new Google Cloud product integration.
- Guided Google Cloud Functions UI team prioritization by owning survey analyses and reporting on user concerns.

UC Santa Cruz Computational Media Department — Research Collaborator

Santa Cruz, CA | May 2016 - July 2020

- Evaluated players' awareness of arguments and the impacts of procedural rhetoric (the systems games use to make arguments to their players) on their game experiences.
- Developed a novel empirical test of procedural rhetoric that showed that players could reliably detect when an argument was being made, but shifts in opinion were relatively rare.
- Secured buy-in for research programs with cross-functional stakeholders (including designers and game researchers) across multiple academic departments.
- Designed a game for use in research studies, collaboratively iterated design based on testing.
- Developed a scale to assess players' impressions of whether a game is making an argument and what that argument might be, for use in future procedural rhetoric research.

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SKILLS

Qualitative research

Interviews
Workshops
RACI Analysis
Literature reviews
Prototype testing
Qualitative coding
Usability testing
Mental model testing

Quantitative research

Surveys
Questionnaires
A/B Testing
Multivariate experiments, design, and analyses

Data analysis tools

R
SPSS
SQL
MS Excel
Google Drive Suite

Communication

Managing stakeholders
Team leading
Clear, concise reports
Effective data visualizations
Coordinating across disciplines

Game design

Board games
Computer games

EDUCATION

UC Santa Cruz • 2014-2020

PhD Cognitive Psychology
MS Cognitive Psychology

UC Berkeley • 2010-2014

BA Cognitive Science
Minor in Demography