**CHRISTOPHER R. KARZMARK, PHD.**

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**MIXED-METHODS GAMES USER RESEARCHER**

Results-driven and efficient user researcher with industry experience in mental model testing, concept evaluation, and usability testing. Demonstrated success in horizon scanning, RACI analysis, prototype testing, and qualitative coding. Adept in strategic forecasting, survey research, and data analysis. Clear communicator who builds relationships with clients, peers, and stakeholders to create effective data visualizations and achieve individual and departmental goals.

**KEY SKILLS**

User Experience | Literature Reviews | Strategic Forecasting | Interviews | Statistics | Experimental Design | Surveys

Game Design | Public Speaking | Leadership | Communications | R, SPSS, SQL

**PROFESSIONAL EXPERIENCE**

**V Meta Reality Labs |** Seattle, WA **June 2022 – June 2023**

**MIXED METHODS UX RESEARCHER**

Aligned product development priorities for camera and audio with user needs through qualitative interviews with smart glasses owners.

* Identified product risks and tracked satisfaction before launch through dogfooding research program, collecting weekly insights from internal testers of prototype devices.
* Collaborated with engineers on A/B testing of algorithms to reduce accidental touch inputs and to resolve choice between white balance algorithms based on satisfaction with images.
* Increased visibility and longevity of research by creating a team research archive.

**Advantis Global at Meta Reality Labs |** Seattle, WA **April 2021 – June 2022**

**HARDWARE UX RESEARCHER 3**

Shaped long-term “remote connection” strategy across Reality Labs products through expert interviews and collaborative horizon scanning.

* Designed data structures and procedures to analyze and report findings for an iterative competitive benchmarking series which informed KPIs across Reality Labs products.

**Quantic Foundry** | Sunnyvale, CA **May 2018 – March 2019, October 2020 – April 2021**

**RESEARCH CONTRIBUTOR**

Studied how Covid-19 impacted what games people play, and what kinds of games help people get through lockdowns and social distancing.

* Analyzed and developed actionable insights from large-scale survey on virtual reality adoption. Findings published on blog: quanticfoundry.com/2019/03/01/vr-adoption/.

**UC Santa Cruz |** Santa Cruz, CA **September 2014 – July 2020**

**PHD RESEARCHER IN COGNITIVE PSYCHOLOGY**

Empirically tested multimodal metaphor theory which assumes media prompts audiences to make metaphorical connections. Used AAA and indie games as a novel test of theories.

* 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.
* 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.

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**Google, Google Cloud Platform |** San Fransisco, CA **June 2019 – September 2019**

**UX RESEARCH INTERN**

Examined enterprise end users’ comprehension of the differences between a family of cloud computing products, which contributed to product naming and marketing 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 remote usability study and semi-structured interviews via GoToMeeting, used findings to drive design iterations on features related to a new Google Cloud product integration.
* Guided GCF UI team prioritization by owning survey analyses and reporting on user concerns.

**UC Santa Cruz Computational Media Dept |** Santa Cruz, CA **May 2016 – July 2020**

**RESEARCH COLLABORATOR**

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.

* Secured buy-in for research programs with cross-departmental stakeholders.
* 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.

**CITRIS |** Berkeley, CA  **September 2012 – May 2014**

**GAME DESIGNER AND RESEARCHER**

Developed Bingo Walk, a tablet application that uses the game of Bingo to encourage senior citizens to walk regularly and interact with friends.

* Collaborated with a team of engineers and public health researchers to drive design towards public health goals.
* Conducted field tests with local senior centers, iterated design based on field test results.

**EDUCATION**

**DOCTOR OF PHILOSOPHY (PHD) IN COGNITIVE PSYCHOLOGY**

University of California, Santa Cruz | Santa Cruz, CA

**MASTER OF SCIENCE (M.S.) IN COGNITIVE PSYCHOLOGY**

University of California, Santa Cruz | Santa Cruz, CA

**BACHELOR OF ARTS (B.A.) IN COGNITIVE SCIENCE**

University of California, Berkeley | Berkeley, CA