

Veronica Lorena Zammitto

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Field of Interest: Game user experience, psychophysiology in gaming, quantitative and qualitative methodologies, gamers' demography.

Education

- ❖ PhD Candidate School of Interactive Arts and Technology
Simon Fraser University, Vancouver, Canada, in progress
- ❖ MSc School of Interactive Arts and Technology
Simon Fraser University, Vancouver, Canada, 2010
- ❖ B.A. Honours Degree (Licenciatura) in Psychology
University of Belgrano
Buenos Aires, Argentina, 2001
Intermediate Title: Agent in Community Mental Health
- ❖ Graphic Design University of Buenos Aires
Buenos Aires, Argentina, (not finished), 2006

Experience

- ❖ **User Research Specialist**
Electronic Arts 11/2009-present
Tasks performed: Design and implementation of methodologies for game user research, conduct participants' sessions, analysis of data, writing reports on results, presentations to the development team and management.
- ❖ **Project Manager – CATGames SFU** 11/2007 - 03/2009
Creativity Assistive Tools for Games
Canadian Heritage – New Media Research Networks
Managed the SFU contribution for a 1.3 million dollar Canadian Heritage research grant involving 4 faculty researchers and 15 research assistants. Liaison with other research teams and reporting to grant body.

❖ **Instructor**

- IAT 244 – Digital Photography Fall 09, Spring 10
School of Interactive Arts and Technology – SFU
- Socio-Psychological Analysis of Video Games 2006
Image Campus Institute, Argentina

❖ **Research Assistant (RA)**

- Area: User Experience in Sports Video Games 09/2009-present
Electronic Arts & Simon Fraser University, SIAT
- Area: Believable Characters through Personality 05/2007 - 03/2009
School of Interactive Arts and Technology - Simon Fraser University, Canada
- Area: Collective Memory 05/2002 – 08/2006
School of Psychology – Universidad de Belgrano, Argentina

❖ **Teaching Assistant (TA)**

- IAT100 – Systems of Media Representation Fall 06, Fall 07, Spring 08, Summer 09
- IAT101 – New Media Images Spring 07
School of Interactive Arts and Technology, Simon Fraser University, Canada
- PSYC - Groups Dynamics 2002 – 2006
School of Psychology, Universidad de Belgrano, Argentina
School of Psychology, Universidad Abierta InterAmericana, Argentina

❖ **Artist Assistant**

03/2003 – 04/2004

- Title: Mazes of Fate. RPG for GameBoy Advance ®
Sabarasa Entertainment, Argentina

❖ **Psychopedagogic Assistant**

06/2000 -04/2001

- Child Home “Monterrey Sur”, Argentina

Publications

- ❖ Zammitto, V. “Gamers’ Personality and Their Gaming Preferences“. MSc Thesis, Simon Fraser University, 2010.
- ❖ "Exploring Quantitative Methods for Evaluating Sports Games" in Proceedings of CHI 2010 Workshop on Brain, Body and Bytes: Psychophysiological User Interaction, Atlanta, USA, 2010 and ACM Library.
- ❖ Zammitto, V. “Measuring Gaming Preferences”, in Proceedings of FuturePlay 2009, ACM Digital Library, May 2009.

- ❖ Seif El-Nasr, M., Bishko, L., Zammitto, V., Nixon, M., Vasilakos, T., and Wei, H. Book chapter 22: Believable Characters. In Borko Furht (Editor) Handbook of Digital Media in Entertainment and Arts. Pages 497-528. Springer. 2009.
- ❖ Zammitto V., DiPaola S, Arya A. “A Methodology for Incorporating Personality Modeling in Believable Game Characters”, in Proceedings of Game Research and Development – Cybergames, pages 24-31, and ACM Library, October 2008.
- ❖ Zammitto V. “Visualization Techniques in Video Games”, EVA08, in proceedings of Electronic Information, the Visual Arts and Beyond, pages 267-276, London, UK, 22-24 July 2008.
- ❖ Muller, F., Zammitto V., Oberholzer N., Iglesias, M.P. “Psychotherapy and Theoretical Integrationism”, Argentine Journal of Clinical Psychology, XVII (VXVII), pages 225-231, 2008.
- ❖ Muller, F., Oberholzer, N., Zammitto, V., Iglesias, M.P., & Hirst, W. “Resistance and Imposition in Collective Memory”, in Proceeding of XII Research Conference and Second Gathering of Psychology Researchers of MERCOSUR, (1), 503-505, 2006
- ❖ Zammitto, V. “The Expressions of Colours”, in CD Conference Proceedings from Changing Views: Worlds in Play, Digital Game Research Association, 2005.

Conference Presentations

- ❖ “Game User Research: Player Mysteries Unveiled!”, Montreal International Game Summit, Montreal, Canada, 2010
- ❖ “ACCELERATE your success in a GRAND way, case study at Electronic Arts” DigiBC, Vancouver Interactive Digital Week, Vancouver, Canada, 2010
- ❖ "Exploring Quantitative Methods for Evaluating Sports Games". CHI 2010 Workshop on Brain, Body and Bytes: Psychophysiological User Interaction, Atlanta, USA, 2010
- ❖ “User Experience Research for Sports Games”, GDC Summit on Games User Research, San Francisco, USA, 2010
- ❖ “Measuring Gaming Preferences”, FuturePlay @ GDC Canada 2009, Vancouver, Canada, May 2009
- ❖ “Worlding the world as Warcraft”, Canadian Game Studies Association Conference, CGSA09, Ottawa, Canada, May 2009

- ❖ “A Methodology for Incorporating Personality Modeling in Believable Game Characters”, Cybergames 08, Beijing, China, October 2008
- ❖ “Analyzing Players’ Personality and Their Gaming Preferences”, Canadian Game Studies Association Workshop, Vancouver, Canada, September 2008
- ❖ “Visualization Techniques in Video Games”, EVA08, Electronic Information, the Visual Arts, London, UK, 22-24 July 2008
- ❖ “Is your Character Neurotic Enough?: Personality in Believable Characters”, CGSA08, Canadian Games Studies Association, Vancouver, Canada May 31st, 2008
- ❖ “Pain, Games, and Art: An Approach to Pain in Digital Games”, Digital Games: Theory and Design Conference, University of Brunel, London, UK, September, 2007
- ❖ “Resistance and Imposition in Collective Memory”, XII Research Conference and Second Gathering of Psychology Researcher of MERCOSUR, University of Buenos Aires, School of Psychology, Buenos Aires, Argentina, August 10-12, 2006
- ❖ “The Expressions of Colours”, Changing Views: Worlds in Play, Digital Game Research Association (DiGRA), Vancouver, Canada, June 16-20, 2005
- ❖ “Researching on Videogames”, EVA 05, Argentine Game Developers Association, Buenos Aires, Argentina, October 29-30, 2005
- ❖ “What Do Casual Gamers Want?”, EVA 05, Argentine Game Developers Association, Buenos Aires, Argentina, October 29-30, 2005
- ❖ “Considering Colours in Videogames”, EVA 04, Argentine Game Developers Association, Buenos Aires, Argentina, September 16-18, 2004

Conference Committee Activities

- ❖ Venue Chair, Game User Research Summit 2011, San Francisco, USA, March 2011
- ❖ Review Committee Member, CHI 2011, Vancouver, Canada, May 2011
- ❖ Review Committee Member, International Communication Association Annual Conference 2010, Special Interest Group Game Studies, Singapore, June, 2010
- ❖ Review Committee Member, SIGGRAPH 2009, Games Track, New Orleans, USA, August 2009
- ❖ Review Committee Member, International Communication Association Annual Conference 2009, Special Interest Group Game Studies, Chicago, USA, May 2009

- ❖ Program Chair, Global Game Jam, Vancouver Location, Canada, January 30th-February 1st, 2009
- ❖ Program Committee Chair, Review Committee Chair, EVA08, Argentine Game Developers' Conference, Buenos Aires, Argentina, November 2008
- ❖ Program Committee Chair, Review Committee Chair, EVA07, Argentine Game Developers' Conference, Buenos Aires, Argentina, November 2007
- ❖ Scientific Committee member. IDiG Conference -International Digital Game Conference – Portoalegre, Portugal, 26-30 September 2006
- ❖ Review Committee member, Argentine Game Developers' Conference, Buenos Aires Argentina, October 21-22, 2006
- ❖ Program Committee Chair, Review Committee Chair, EVA05, Argentine Game Developers' Conference, Buenos Aires, Argentina, 29-30 October 2005

Academic Honours

- ❖ Graduate Fellowship, PhD – Simon Fraser University – Academic year 2010
- ❖ Student Scholarship – Foundations of Digital Games 2009
- ❖ Graduate Fellowship, MSc – Simon Fraser University – Academic year 2008
- ❖ Graduate Fellowship, MSc – Simon Fraser University – Academic year 2007

Association Memberships

- ❖ Executive Board Member of Digital Game Research Association (DiGRA) 2005-2010
- ❖ Member of the International Game Developers Association (IGDA)
- ❖ Member of the Argentine Game Developers Association (ADVA)

Industry Credits

- ❖ “Nymene, Magical Kingdom”, Publisher: Oberon Media – World, Developer: Digital Builders, Casual Game of Action, Publishing, Platform: PC. Role: QA.
- ❖ “Mazes of Fate”, O3 Entertainment, Sabarasa Ent., Release date: Dec 6, 2006. ESRB: Teen. Platform: GBA. Role: Art Assistant.

Art Exhibitions

- ❖ SIAT-IAT244, Digital Photography Exhibition, 2009 & 2010
- ❖ Judge, SFU International Photo Contest, 2010 & 2009

- ❖ Photography Exhibition ‘Photos from Real Life’, SIAT Art Show, group exhibition, September 2009, Surrey, Canada
- ❖ ‘WoW Life, Photos from Virtual Life’, SIAT Art Show, group exhibition, September 2009, Surrey, Canada

Teaching, Research Courses Taken

- ❖ “International Teaching Assistant Seminar”, Simon Fraser University, 2006
- ❖ “Creativity, the Second Education”, University of Belgrano, 2004
- ❖ “Virtual Course: Workshop”, University of Belgrano, 2004
- ❖ “Statistical Design for Researching I”, University of Buenos Aires, School of Psychology –Research Institute- 2003
- ❖ “Virtual Course, a new Resource for Learning”, University of Belgrano, 2003
- ❖ “Research Methodologies as Educational Tools”, University of Belgrano, 2003
- ❖ “Strategic Communication in Education”, University of Belgrano, 2002
- ❖ “The Academic Paper, Characteristics and Development”, University of Buenos Aires, 2002
- ❖ “Beginning to Teach at University”, University of Belgrano, 2002
- ❖ “Human Resources Management”, SLS & associates, 2002

Community

- ❖ Graduate Student Association, School of Interactive Arts and Technology (GSA SIAT) Treasurer 2007-2009
- ❖ SIAT Team Leader, 7 Weeks to Wellness Program, SFU 2009
- ❖ Competitor at the World Mind Sports Games. Beijing, China, 2008
- ❖ Go-Baduk-Weiqui Club at SFU, President, 2007-2008
- ❖ Scout Leader

Languages

- ❖ English (IELTS 7 - Academic)
- ❖ Spanish (native)
- ❖ French (basic)