

# TINA R. ZIEMEK

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## PROFESSIONAL EXPERIENCE

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### **Independent Contributor**

Jun 2014 - present

*Salt Lake City, UT*

Evaluated iOS app for Builders of Jewish Education, interviewed families to gauge usability and product fit; mentor and executive producer for Spy Hop's inaugural digital game lab; UX researcher for Mappable web-based music app, findings led to deep understanding of users' problems with music discovery and informed redesign of UI; defined target users, deconstructed and reconstructed product by communicating users' perspectives; collaborated with entire team, reported to CEO

### **Founder**

Jan 2014 - present

*Last of Five, LLC, Salt Lake City, UT*

Developed playful learning experiences to support pre-kindergarten children and their parents in both digital and real worlds; ran experiments to define problem, solution, and market fit; led team of ten to create prototype, iterate, test, and improve product; wrote grants and pitched to investors

### **Game Production Coordinator**

Nov 2012 - Jun 2013

*Kidaptive, Inc., Palo Alto, CA*

Managed game production process for continued game release of Leo's Pad series on iPad, created schedules, organized priorities, and facilitated product changes; conceptualized games including player interactions, objectives, and level design; collaborated with creative, learning, and engineering teams to develop games from prototype through final development; wrote all GDDs and voice-overs; play-tested games, created solutions to flaws, and communicated revisions

### **Stupid Fun Scientist**

Aug 2010 - Nov 2011

*Stupid Fun Club, LLC, Berkeley, CA*

Involved in all phases of design from inspiration, ideation, and implementation at Will Wright's (SimCity, The Sims) entertainment think tank, facilitated design process through storytelling, design research, writing personas, developing prototypes, playtesting, and evaluation; products spanned diverse target users; champion for the user, focused on usability, accessibility, and fun

### **Research Assistant**

June 2006 - May 2010

*Perception Lab, School of Computing, University of Utah, Salt Lake City, UT*

Designed and implemented methodology to assess users' experience with 3D computer graphics, conducted over ten experiments in desktop and immersive environments, tested over 400 users, analyzed data, and published results

### **Principle Investigator**

Sep 2005 - Jan 2007

*ACM SIGGRAPH, New York, NY*

Designed, conducted, and evaluated demographic study on 1,400 published SIGGRAPH papers; study informed creation of SIGGRAPH Asia conference

### **Intern**

Summers 2000 - 2003

*Sun Educational Services, Sun Microsystems, Inc., Broomfield, CO*

Created and edited interactive demonstrations and educational software simulations

## EDUCATION

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- Ph.D. in Computer Science, University of Utah** August 2010  
Co-advised by Prof. William B. Thompson (School of Computing) and Prof. Sarah H. Creem-Regehr (Department of Psychology)  
Thesis title: “Evaluating the Use of Orientation Indicators to Increase the Effectiveness of 3D Visualizations with an Awareness of Individual Differences”
- M.S. in Computer Science, Colorado School of Mines** May 2005  
Advised by Prof. Alyn Rockwood  
Thesis title: “Two-D or not Two-D: Gender Implications of Visual Cognition in Electronic Games”
- B.A. in Economics, College of the Holy Cross** May 2003  
Minor, Computer Science  
Magna Cum Laude, Economic Department’s Honors Program

## TECHNICAL & COMPUTER SKILLS

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Applications: Unity 3D, E-Prime, SAS, SPSS, Google SketchUp, Autodesk Maya, Gimp  
Programming Languages: C, C++, LISP, JavaScript

## CONTRIBUTION TO SCIENCE

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- Tina R. Ziemek, Sarah H. Creem-Regehr, William B. Thompson, & Ross Whitaker. “Evaluating the Effectiveness of Orientation Indicators with an Awareness of Individual Differences,” In *ACM Transactions on Applied Perception*, 9(2), 7:1-7:23. 2012.
- Tina R. Ziemek, “Two-D or not Two-D: Gender Implications of Visual Cognition in Electronic Games,” In *Proceedings of ACM SIGGRAPH Symposium on Interactive 3D Graphics and Games (I3D)*, pp. 183–190. Redwood City, CA. March 2006.

## PROFESSIONAL ACTIVITIES

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- SLC Director** Aug 2015 - Present  
*Quatere, Salt Lake City, UT*  
Coordinate and run FoundrySLC, a peer-driven business-accelerator educational program
- Blogger** Jun 2012 - Present  
*Personal Blog, <http://tinaplaysgames.com>*  
Raise awareness in video game community of usability issues related to visual perception
- GameJam! Lead** Nov 2008 - Aug 2009  
*ACM SIGGRAPH, New Orleans, LA*  
Headed first video game design competition at SIGGRAPH 2009
- Conference Manager** Feb 2006 - Aug 2006  
*Sandbox: an ACM SIGGRAPH Video Game Symposium, Boston, MA*  
Produced first Sandbox symposium co-located with SIGGRAPH 2006