Matthew J. Sharritt, Ph.D.

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Experience	

Situated Research (2008–Present)   **Naperville, IL**

President, provide usability / user-experience research services to video game and software companies – www.situatedresearch.com

- Offer usability research and testing for software, products, websites, and video games
- Cutting-edge research completed during doctorate has inspired an innovative, multi-disciplinary approach to video game usability research, showing relationships among the user-experience (game play) and engagement (motivation to play)
- User-experience (UX) research raises productivity and efficiency for business software
- Offer services that improve user interaction, collaboration, and engagement within human-computer interfaces to simplify and enhance the user experience

CueCamp (2013–Present)   **Naperville, IL**

President, design creative web and social media marketing – www.cuecamp.com

- Offer custom web design, collateral creation, and custom web / software applications
- Social media marketing / social networking services
- Developed a proprietary social media marketing management platform to maximize social media marketing ROI and client engagement
- Design and develop creative marketing materials that focus on high usability and customer conversion rates; and search engine optimization (SEO)
- Purchase domain names, set up web servers, and design websites using a variety of web technologies, including Adobe Photoshop, Illustrator, and Dreamweaver; CMS platforms (e.g., WordPress, Joomla, Drupal); utilizing the most appropriate web frameworks (including PHP, SQL, JavaScript, AJAX, HTML, CSS)

Contractor (2002–2008)   **Honolulu, HI & Naperville, IL**

Contract web development and computer / networking projects for small-businesses

- Create and remotely update websites for small businesses and organizations
- Purchase domain names, set up web servers, and design websites in Adobe Photoshop, Acrobat, Illustrator, Dreamweaver, and Flash

University of Hawaiʻi at Mānoa (2001–2007)   **Honolulu, HI**

Graduate Assistant, Information and Computer Sciences Department

- Taught lab sessions and assisted students with Java applications for ICS 111 and ICS 211 (*Introduction to Computer Science / Algorithms and Data Structures in Java*)
- Managed course content (WebCT & website) and held lectures; wrote / proctored exams

Time Warner Telecom, Inc. (2000–2001)   **Brookfield, WI**

Webmaster, Corporate Communications Group – www.twtelecom.com

- Functioned as full time corporate Webmaster while carrying a full-time class load
- Worked directly with senior level public relations executives and vice-presidents to add

time-critical news and financial releases

- Created a Flash-based mini CD of critical PR / Marketing material (formerly hard copies; reduced cost from $15.00 to $1.50 per copy) and presented to corporate executives
- Installed new Cobalt web servers and modified IP backbone diagrams
- Interwoven development (a content management system to design and manage website)

Motorola, Inc. (1999)   **Arlington Heights, IL**

Call Processing Engineer, Cellular Infrastructure Group (part of GSM group, a SEI Level 5 organization)

- Converted outdated call processing state chart diagrams into TAU, a UNIX state chart tool. New diagrams were programmed into current GSM customer releases (Perl and C)

Education   **UNIVERSITY OF HAWAI'I AT MĀNOA (2003–2008)**

Ph.D., Communication and Information Sciences

Dissertation Title: *Students' Use of Social and Cognitive Affordances in Video Game Play within Educational Contexts: Implications for Learning*

- Doctoral research findings include inductive generalizations that describe patterns of use of the interface (affordances) and collaboration by high school students that lead to instances of learning while playing commercial video games
- Perspective incorporates theory and literature from gaming, the Serious Games Initiative, human-computer interaction (HCI), computer-supported collaborative learning (CSCL), communication, learning and cognition, psychology, and sociology
- Qualitative method inspired by ethnomethodology, grounded theory, and activity theory

UNIVERSITY OF HAWAI'I AT MĀNOA (2001–2003)

M.S., Information and Computer Sciences

Masters project: Individually developed a video game on the *Sony PlayStation* platform

MARQUETTE UNIVERSITY (1997–2001)

B.S., Computer Engineering (Minors: Computer Science & Math)

Senior Design Project: *Cross-Functional Data Lab*, controlling robotics over the Internet

Skills   Broad knowledge of advanced methodologies: computer hardware design; programming languages; human-computer interaction (HCI) and human interface design; information and communication technologies (ICTs); education and pedagogy

- Designed and created several browser-based games as Java applets (examples online at www.situatedgaming.com) and several console games on the Sony PlayStation
- Experience managing teams of programmers; familiar with giving deadlines and constructive feedback; frequently performed code reviews and walkthroughs
- Managed teams and drove projects from concept to completion; kept under budget
- Expertise in user interface and user experience design; interaction design; information architecture; intercultural communication; communication theory
- Expertise in storyboarding; scenario writing; essential use cases; participatory design
- Expertise in game design and evaluation and implications for learning and instruction; curriculum integration and pedagogy; collaboration, competition, and motivation
- Proficient in Java, C/C++, PHP, SQL, Perl, JavaScript, HTML and CSS; Mac OS and Windows server management (IIS), networking, and troubleshooting
- Advanced knowledge of latest computer hardware components and gaming platforms (Mobile, PC, Wii, Xbox, PlayStation)

Publications

Sharritt, M. J. (2008). Forms of learning in collaborative video game play. *Research and Practice in Technology Enhanced Learning, 3*(2), pp. 97–138.

Sharritt, M. J. (2008). Students' Use of Social and Cognitive Affordances in Video Game Play within Educational Contexts: Implications for Learning. *(Doctoral Dissertation, 1055 pages)*

Sharritt, M. J. & Suthers, D.D. (2009). Video game representations as cues for collaboration and learning. *International Journal of Gaming and Computer-Mediated Simulations, 1*(3), pp. 28–52. (Received Top Paper Award at the *Meaningful Play Conference*, Michigan State University, East Lansing, October 9–11, 2008).

Sharritt, M.A., & Sharritt, M.J. (2010). A mixed method approach to studying collaborative video game play. Presented at the *Games + Learning + Society Conference (GLS 6.0)*, University of Wisconsin, June 9–11, 2010, Madison.

Sharritt, M.A., & Sharritt, M.J. (2010). User-experience game research? Presented at the *Games + Learning + Society Conference (GLS 6.0)*, June 9–11, 2010, Madison.

Sharritt, M. J. (2010). An Open-Ended, Emergent Approach for Studying Serious Games. In L. Annetta & S. Bronack (Eds.) *Serious Educational Game Assessment* (pp. 243–261). Rotterdam: Sense Publishers.

Sharritt, M. J. (2010). Designing game affordances to promote learning and engagement. *Cognitive Technology Journal, 14*(2)–*15*(1), pp. 43–57. (Special Issue on *Games for Good: Video Games as Cognitive Technologies*).

Sharritt, M. J. (2010). Evaluating Video Game Design and Interactivity. In R. Van Eck (Ed.) *Interdisciplinary Models and Tools for Serious Games: Emerging Concepts and Future Directions* (pp. 177–205). Hershey, PA: IGI Global.

Sharritt, M.J., Sharritt, M.A., & Suthers, D.D. (2010). Analyzing Collaborative Learning in Game-Based Scenarios. Presented at the *Annual Meeting of the Society for Text & Discourse (ST&D 2010)*, August 16–18, 2010, Chicago.

Van Eck, R. (Ed.) (2010). *Gaming and Cognition: Theories and Practice from the Learning Sciences.* Hershey, PA: IGI Global. (M.J. Sharritt on Editorial Board).

Van Eck, R. (Ed.) (2010). *Interdisciplinary Models and Tools for Serious Games: Emerging Concepts and Future Directions.* Hershey, PA: IGI Global. (M.J. Sharritt on Editorial Board).

Cruz-Cunha, M. et al. (Eds.) (2011). *Handbook of Research on Serious Games as Educational, Business and Research Tools: Development and Design*. Hershey, PA: IGI Global. (M.J. Sharritt on Editorial Board).

Sharritt, M. J. (2011). Designing game representations: How game interfaces constrain and promote collaborative play. *Journal of Gaming and Virtual Worlds, 3*(2), pp. 145–157.

Sharritt, M. J., Aune, R. K., & Suthers, D.D. (2011). Gamer Talk: Becoming Impenetrably Efficient. In M. Cruz-Cunha, V. Carvalho & P. Tavares (Eds.) *Business, Technological and Social Dimensions of Computer Games: Multidisciplinary Developments* (pp. 252–270). Hershey, PA: IGI Global.

Sharritt, M. J. & Suthers, D.D. (2011). Game-Based Representations as Cues for Collaboration and Learning. In R.E. Ferdig (Ed.) *Discoveries in Gaming and Computer-Mediated Simulations: New Interdisciplinary Applications* (pp. 163–188). Hershey, PA: IGI Global.

Sharritt, M. J. & Suthers, D.D. (2011). Levels of failure and learning in games. *International Journal of Gaming and Computer-Mediated Simulations, 3*(4), pp. 55–71.

Sharritt, M. J., Aune, R. K., & Suthers, D. D. (2013). Speaking Gamer with Impenetrable Efficiency. *International Journal of Creative Interfaces and Computer Graphics, 4*(2).

Sharritt, M. J., Aune, R. K., & Suthers, D. D. (2014). l33tsp33k: How Gamers Speak with Impenetrable Efficiency. *International Journal of Digital Literacy and Digital Competence, 5*(1), pp. 45–65.

Honors / Activities	- Top Paper Award, Meaningful Play Conference (Michigan State University, 2008) - Nominated for the Frances David Award for Excellence in Undergraduate Teaching at the University of Hawaiʻi at Mānoa (2006–2007) - Awarded Marquette University's St. Ignatius Engineering Scholarship: a four-year, $30,000 scholarship awarded to the six top scores on an engineering preparedness test given to over 400 incoming freshmen - Network Administrator and Webmaster for the Marquette Chapter of Triangle Fraternity - Former President of the Marquette University IEEE student branch (2000–2001)
Memberships	ACM; AERA; Edutopia; IEEE; ISLS; NSPE; Serious Games