

# Chris Hugelmann

US / Canadian citizen

## Games User Researcher

### METHODS

Backcasting, participatory prototyping, heuristic evaluation, user interviews, experience mapping, A/B testing, task analysis, unmoderated user testing, surveys

### SKILLS & SOFTWARE

Evangelizing user research, building/maintaining style guides, diligent documentation, synthesizing findings into actionable insights, stakeholder management  
Adobe CreativeSuite, Adobe XD, Sketch, Figma, HTML, CSS, Microsoft Office Suite

### EDUCATION

#### Doctor of Philosophy (PhD),

Communication & Culture  
Toronto Metropolitan University, 2024

#### Master of Information (MI),

User Experience Design /  
Culture & Technology  
University of Toronto, 2015 – 2017

#### Honours Bachelor of Science (HBSc),

Psychology / Communication, Culture,  
Information & Technology  
University of Toronto, 2011 – 2015

### SELECTED RESEARCH

Interfaces and their affordances: How in-game menus impact identity play and community building in MMORPGs. In *We Live Online: Virtual Identities and Digital Culture* (2023), Routledge.

Restricted affordances: Avatar models and capacities for identity. Brett, N., & Hugelmann, C. Abstract Proceedings of the 2018 DiGRA International Conference: The Game is the Message

### CURRENTLY PLAYING

Destiny 2 (PC, 2017)  
Elden Ring (PC, 2021)  
Stardew Valley (NSW, 2016)  
Tales of Arise (PC, 2021)  
God of War (PS4, 2018)

## EXPERIENCE

### User Researcher

NetEase, Nov 2023-

- Guide user research initiatives with regular collaboration with overseas peers
- Plan and execute timely research throughout all phases of production, utilizing approaches such as interviews, diary studies, among others
- Conduct data analysis and draft reports for stakeholders with impactful recommendations grounded in data

### User Research Intern

Bungie, May 2023-Aug 2023

- Moderated and wrote observational notes for in-person playtests on an unannounced project
- Engaged in qualitative and quantitative analysis, including coding of open-ended answers for playtest surveys
- Led an international survey including creating a research plan, drafting a screener, survey features, and analysis plan

### Service Design Researcher

City of Toronto, Sep 2022-Oct 2023

- Led discovery research, data collection and analysis, user engagement and experience research, synthesis workshops/facilitation sessions
- Offered guidance as a subject matter expert on iterative design, rapid prototyping, and solutioning with other divisional teams within the City of Toronto

### User Researcher, Community Engagement

Adobe, Inc., Jan 2022-Feb 2022

- Utilized digital ethnographic methods to uncover painpoints for users
- Revitalized the first time user experience (FTUE) for the Adobe product Discord servers
- Met frequently with stakeholders to consolidate & prioritize needs and quickly enact any feedback
- Implemented new ways of engagement through the gameification of participation



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