

Chris Hugelmann

US / Canadian citizen

Games User Researcher

METHODS

Surveys, interviews, focus groups, observational analysis, A/B testing, think aloud, heuristic analysis, usability testing, unmoderated user testing

SKILLS & SOFTWARE

Evangelizing user research, building/maintaining style guides, diligent documentation, synthesizing findings into actionable insights, stakeholder management
Adobe CreativeSuite, Microsoft Office Suite, Qualtrics, Open Broadcaster Software

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

Knuckle Sandwich (PC, 2023)
Elden Ring (PC, 2021)
Stardew Valley (NSW, 2016)
Sea of Stars (PC, 2023)
Bloodborne (PS4, 2015)

EXPERIENCE

Intermediate User Researcher

NetEase Games Montréal, Nov 2023-

- Lead user research projects on several games, engaging in regular collaboration with overseas partners
- Plan and execute timely research throughout all phases of production, utilizing approaches such as interviews, focus groups, and unmoderated surveys
- Conduct qualitative and quantitative analysis, creating 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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