

# Chris Hugelmann, PhD

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**Games user researcher and games studies scholar with dual US/Canadian citizenship** with 8+ years of experience in user experience design, user interface design, and user research. My dissertation focused on the intersection between user experience and digital games, looking at how identity and community can be created and constrained in typical digital game user interfaces.

## Experience

### **Intermediate User Researcher | *NetEase Games Montreal* | NOV 2023 – PRESENT**

- Lead user research projects on four games across multiple genres, planning and executing timely research throughout all phases of production while regularly collaborating with overseas partners
- Deliver high impact game design recommendations grounded in data that consistently improve player appreciation
- Iterate on current research processes, implementing new technology and defining guidelines to increase efficiency

### **User Research Intern | *Bungie* | MAY 2023 – AUG 2023**

- Moderated in-person observational usability playtests on an unannounced project
- Conducted extensive qualitative and quantitative analysis from early concept and visual design surveys, including thematic coding of open-ended answers, solidifying the visual design of the game moving forward
- Led an international appreciation survey, including creating a research plan, drafting a screener, survey design and implementing branching logic features, and analysis plan for researchers to complete after my internship concluded

### **Service Design Researcher | *Customer Experience Division, City of Toronto* | SEP 2022 – OCT 2023**

- Led discovery research, data collection and analysis on multiple city service projects, including MyTorontoPay
- Utilized methods like journey mapping, 1:1 interviews, and A/B testing to co-design service improvements with civil servants and city residents alike, growing total number of users and increasing customer efficiency
- Offered guidance to other divisional teams within the City of Toronto as a subject matter expert on how to use iterative design and rapid prototyping to improve the design of City services, leading to increased usage of agile UR methods

### **User Researcher, Community Engagement | *Adobe* | JAN 2022 – FEB 2022**

- Utilized digital ethnographic methods to uncover socialization painpoints for users of Adobe product Discord servers
- Recommended a new first time user experience (FTUE) to reduce “lurkers” who do not engage
- Implemented new avenues of engagement and rewarding pro-social behaviours through the gameification of participation in the Discord servers

## Education

### **Doctor of Philosophy (PhD) | Communication & Culture | *Toronto Metropolitan University***

Dissertation: “Making identity and community: An exploration into the interfaces and interactions in online digital games”

### **Master of Information (MI) | UX Design / User Research | *University of Toronto***

### **Honours Bachelor of Science (HBS) | Cognitive Psychology | *University of Toronto***

## Skills & Software

Evangelizing user research to broader team • Building/maintaining style guides • Diligent documentation • Knowledge mobilization • Stakeholder management • Adobe CreativeSuite • Microsoft Office Suite • Python • Qualtrics • Open Broadcaster Software

## Currently Playing

Knuckle Sandwich (PC, 2023) • Elden Ring: Shadow of the Erdtree (PC, 2024) • Stardew Valley (NSW, 2016) • Sea of Stars: Throes of the Watchmaker (NSW, 2025) • Bloodborne (PS4, 2015)