

## Bay Area Game Science & Design Symposium - Biographies

### MODERATOR



**Casper Hartevelde** - Dr. Casper Hartevelde is a Professor of Game Design at Northeastern University and Associate Dean of Graduate Programs & Strategic Initiatives. He is appointed at the Department of Art+Design, has affiliated appointments in Computer Science, Electrical & Computer Engineering, Mechanical & Industrial Engineering, and with the School of Law, and works closely with faculty in Marine Science, Public Policy, and Business. He is a core faculty member of the Center for Design, Global Resilience Institute, Experiential Robotics Institute, and the Experiential AI Institute. He received his BS, MS, and PhD in Systems Engineering, Policy Analysis & Management from Delft University of Technology, and a BS in Psychology from Leiden University. His research focuses on two efforts: 1. Advance the use of games and gamification for studying and improving human behavior; and 2. Empower people to design, use, and analyze games and gamification for education and social impact. He applies his work foremost in the context of resilience, sustainability, and health. He is also a strong proponent of integrating research and education and a significant portion of his work is devoted to translating research outcomes to the classroom or informal settings.

### PANELISTS



**Alessandro Canossa** - Dr. Alessandro Canossa has been straddling between the game industry and academia for many years. As an Associate Professor at the Royal Danish Academy of Fine Arts, Schools of Architecture, Design and Conservation, he employs psychological theories of personality, motivation and emotion to design interactive scenarios with the purpose of investigating individual differences in behavior among users of digital entertainment. Prior to this role, he served as Senior User Researcher and Data Scientist at Ubisoft where he enjoyed investigating occult behavioral patterns and triangulating data-driven insights with surveys and lab observations to provide reports for productions teams.



**Anders Drachen** - Professor Drachen is Head of the SDU Metaverse Lab, CCO for the think-tank the Digital Observatory and co-director at consulting firm Agora Informatics. He is recognized as one of the world's most influential scientists and innovators working with creative technologies. Professor Drachen's multi-award-winning research focuses on harnessing creative technologies for the improvement of society and is regularly covered by international media. Professor Drachen's work has assisted major international game publishers, as well as SMEs, in making better decisions based on their data. He works with policymakers on defining public policy for societal benefit and is a leading voice for public well-being in interacting with technology.



**Magy Seif El-Nasr** - Magy Seif El-Nasr is a Professor and Department Chair of Computational Media at the University of California, Santa Cruz, where she directs the Game User Interaction and Intelligence (GUII) Lab. Dr. Seif El-Nasr earned her Ph.D. degree from Northwestern University in Computer Science in 2003. Her research focuses on developing automated tools and techniques for authoring, adapting, and personalizing virtual environments (e.g., interactive narrative, believable agents, and games) and developing evidence-based methodologies to measure the effectiveness of game environments by developing novel process mining and visual analytics systems. She collaborated with several game companies, both in the serious and entertainment game spaces. She published the first book on Game Analytics, called *Game Analytics: Maximizing the Value of Player Data*. She recently published a new textbook called *Game Data Science*, outlining the standard methods used for data science within game research and industry. Her work is internationally known and cited in many communities,

including HCI, graphics, affective computing, and game research. Additionally, she has received several awards and recognition within the HCI, Agents, and games research communities. Notably, she received five Best Paper Awards, one exceptional paper, and three honorable mentions. Further, she was named a HEVGA (Higher Education Video Game Alliance) Fellow. She is also an associate editor for IEEE Transactions on Games, IEEE Transactions on Affective Computing, and Human-Computer Interaction.

## KEYNOTE SPEAKERS



**Avi Bar-Zeev, President, XR Guild** - Avi Bar-Zeev has been at the forefront of XR and The Metaverse for over 30 years: first launching Disney's groundbreaking Aladdin VR ride in the early 90s, crafting Second Life's 3D worlds and co-founding Keyhole (Google Earth) mirror-earth 3D browser around 2001. He co-invented Microsoft Hololens in 2010, helped defined Amazon Echo Frames in 2015, and then contributed at Apple on undisclosed projects. Since leaving Apple, he's consulted privately for top XR companies and investors. And he's taken a more public stance by writing and

speaking publicly on important issues like privacy, biometric sensing and mental autonomy, targeted and future experiential advertising, DEI and harassment in XR, and various open Metaverse/web3 architectures. Most recently, he is a founder and President of The XR Guild, a new non-profit membership organization that seeks to support and educate professionals in XR on ethics and most positive outcomes for humanity.



**Shem Nguyen** - Shem Nguyen is the Executive Director of the Museum of Art and Digital Entertainment (MADE), which is dedicated to legitimizing the preservation of video games as an historic, cultural, and artistic medium within the context of our time. Visitors to the MADE have access to play any of our collection of over 14,000 games across 40+ systems, on-demand. Through exhibitions, events, and exposition, these games are exposed as works of art, with the processes behind their creation brought to light for the first time in a true, interactive, museum setting. Prior to his current

appointment, Nguyen Co-founded a gameplay-focused VR/AR content creation / consulting company where he released a VR online-multiplayer game called Snowday into Steam Early Access. Nguyen is a regular contributor to Apple and has worked in a variety of capacities at Industrial Light and Magic, ILMxLAB, Lucasfilm, and the New Mexico Consortium.

## FUTURE OF GAME DESIGN SPEAKERS



**Bob De Schutter** - Dr. Bob De Schutter is an Associate Professor of Game Design in the Department of Art + Design, jointly appointed with the Khoury College of Computer Sciences. He is also the owner of the award-winning game company Lifelong Games (LLC). His creative, research, and teaching interests include game design, the older audience of digital games, and the use of games for non-entertainment purposes. His work focuses on the importance of play throughout the entire lifespan and speaks out against the stereotyping of older video game players in game design and marketing. He

has been invited to teach, speak, and exhibit in Europe, North America, and Asia. His research on gerontoludic design, gameful instruction, and gaminiscing has been published in leading publications of several fields, and he has also been credited with the design of a wide range of games. De Schutter has served the industry as an independent consultant, public speaker, developer, and entrepreneur is a lifetime member of the International Game Developers Association and IndieCade, and has founded and chaired the Gerontoludic Society as well as the Flemish chapter of the Digital Games Research Association. Prior to joining Northeastern University, De Schutter was the C. Michael Armstrong Professor of Applied Game Design at Miami University of Ohio. He was also a researcher and the lead designer for the

K.U.Leuven e-Media Lab (Belgium). His work has received numerous awards, including Miami University's Distinguished Junior Scholar Award, the Gold Medal at the 2020 Serious Play Awards, and three industry awards at the 2021 Belgian Game Awards.

**Nathalie Mathe** - Dr. Nathalie Mathe is a Professor of the Practice, Master in Game Science and Design, at Northeastern University, Oakland. She previously taught XR/Immersive Media at Drexel University, Philadelphia, and at University of the Arts, San Francisco. Nathalie Mathe is an award-winning Virtual Reality creator. She is the founder of NativeVR, a VR studio crafting unique experiences celebrating diversity. Over the past 10 years she contributed to dozens of VR projects for World Vision, Google, Chevrolet, USPS, Jaunt. In 2017, she created UTURN, an interactive 360 comedy raising awareness on the gender gap in the tech industry, presented at Cannes, VRTO, AWE, IVRPA and multiple international festivals. In 2022, she produced The FriendVR with artist John Sanborn, an interactive VR experience exhibited at the ZKM Center for Art and Media, Karlsruhe, Germany. For twelve years, she created visual effects on feature films like Fast & Furious 6, Skyfall and Dark Knight Rises. She is a member of IGDA, SIGGRAPH, VES, and the Virtual World Society. Dr. Mathe holds a Ph.D. in Computer Sciences from the National School of Space and Aeronautics in France, and an M.A. in European Media from the University of Portsmouth, UK.

