

Morgan Cselinacz

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SUMMARY

User experience researcher, project coordinator, and copywriter with 5+ years of experience planning and conducting impactful end-to-end mixed methods research with quantitative and qualitative data. Skilled in partnering with stakeholders and creating strong relationships with cross-disciplinary partners to align on strategic and dynamic goals. Refined execution of omnichannel research with a focus on engagement, monetization, and accessibility with comprehensive knowledge of cutting edge user design and research standards.

EXPERIENCE

User Experience Researcher, Electronic Arts 2022 - 2023

Provided player experience insights for *Apex Legends: Mobile* including:

- Managed **team-wide reform** and **integration** of UXR partnership.
- Productivity of **study execution increased by 25%** through introduction of **team-aligned pipelines, roadmaps, and stakeholder relationship** building.
- Proposed and **executed 6 strategic studies** for complex game design problems. Decisions based on these studies **improved KPIs by 10%**.
- Presented **actionable, concise insights** through emails, reports, and presentations to **varying audiences** (developers, stakeholders, management) which drove decisions for **5 different game design aspects**.

Player Experience Associate, Inflexion Games 2021

Provided player experience insights for *Nightingale* including:

- **Workshopped UXR adoption and integration** to align with stakeholder needs, project goals, and available resources.
- Introduced **study timelines, pipelines, and established relationships** with cross-disciplinary teams, more than **doubling study productivity, execution, and use of UXR** towards design decisions.
- Presented **actionable and concise insights** from UXR studies. Insights drove decisions made by stakeholders for **2 different game design aspects**.

Graduate Research Assistant, University of Alberta 2019 - 2022

- **Wrote, edited, and synthesized** research for blog posts, wiki articles, researcher biographies, and event descriptions for research initiatives. Managed [website](#) content.
- **Utilized** internal mailing lists, email campaigns, posters, and social media (Facebook, Twitter) to **increase visibility** of research events, **increasing event engagement by 25%**.
- **Liaised meetings** between researchers, staff, and students across university organizations to **develop relationships**, leverage synergies across research areas, and **increase event engagement**.
- Organized and ran **2 faculty-wide research events** including booking the space, managing the catering, creating advertising materials, organizing presenters and their materials, and **moderating the live events**.

EDUCATION

Digital Humanities 2023
MA, University of Alberta

Digital Experience Design Foundation 2021
Certificate, MacEwan University

Computer Game Development 2019
Certificate, University of Alberta

Psychology 2019
BSc, University of Alberta

TECHNICAL SKILLS

Organizational

- Slack
- Jira/Confluence
- Trello/Miro
- G-Suite
- Microsoft Suite

Survey & Data Analysis

- Alchemer
- Qualtrics
- Excel
- SPSS [Basic proficiency]
- R [Basic proficiency]
- Python [Basic proficiency]

Design

- Figma
- Adobe Creative Cloud

SOFT SKILLS

- Copywriting
- Time management
- Strategic planning
- Highly organized
- Highly adaptable
- Quick learner
- Team player
- Communication
- Attention to detail

METHODOLOGIES

- Solo/Group Interviews
- Quant/Qual Surveys
- Usability Testing
- Diary Studies
- A/B Testing
- Heuristic Evaluations
- Moderated Playtests
- Unmoderated Playtests