

# elena c marinelli

user experience researcher

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## Summary of Qualifications

- I focus on the goals teams need to achieve, what they need to know to meet those goals, and conduct research that yields actionable insights.
- To make sure we're asking the right questions and implementing appropriate solutions, I collaborate with stakeholders across specialties, including design, production, marketing, and development, and other researchers and analysts.

## Core Competencies

Methods include usability tests, interviews, surveys, heuristic evaluation, card sorting, and tree testing

## Education

**M.S. in Human-Computer Interaction** Aug 2013 to May 2015  
Georgia Institute of Technology, Atlanta, GA

**Professional development, including graphic design and Java** Sep 2012 to Jun 2013  
Foothill College, Los Altos Hills, CA

**B.A. in Psychology with High Honors; minor in Human Development** Sep 2006 to Mar 2010  
University of California, Davis

## Selected Professional Experience

**User Experience Researcher** Electronic Arts  
June 2015 to present

- Lead user researcher for EA's digital retail and gaming platform, Origin, as well as the EA Access (Xbox One) and Origin Access (PC) subscription services.
- Advise teams on designs from concept to launch and conduct user testing.
- Member of "Best GAI-DE Collaboration Team", May 2018, for work on Access services with Consumer Insights, Player Analytics, and Data Science.

**Graduate Teaching Assistant, Psychological Research Methods for HCI** Georgia Tech  
Aug 2014 to Dec 2014

- Graded exams and contributed to exam development.

**User Experience Research Intern, Product Development** PlayStation  
May 2014 to Aug 2014

- Conducted user testing and expert reviews, working closely with production staff, producers, and development teams on AAA titles.

**Graduate Research Assistant, Human Factors and Aging Lab** Georgia Tech  
Jan 2014 to May 2014

- Conducted a study that quantitatively and qualitatively assessed usability and user experience of off-the-shelf exergames for Xbox 360 with Kinect for older adults.
- Preliminary results presented at Gerontological Society of America 67th Annual Meeting.

## Selected Projects

### Curator Hero (Master's Thesis in Human-Computer Interaction)

- Researched, designed, and evaluated a mobile social art history trivia game for adults to increase visual arts engagement and education.
- Ran focus groups and interviewed art museum experts to generate a concept, recruited users to complete heuristic evaluations of the paper prototype, and conducted user testing on the interactive Axure prototype.

Georgia Tech  
Jan 2015 - May 2015

### MyConcierge: Personalized Care for Young Cancer Patients

- In a team of four, researched and prototyped an app to help young cancer patients and families navigate and personalize their care experience.

Georgia Tech  
Aug 2014 - Dec 2014

### Exergames Research, Human Factors and Aging Lab

- Conceptualized and developed a new project to study older adults' use of Xbox 360 exergames for Kinect.
- Utilized hierarchical task analysis and heuristic evaluation to assess potential benefits and challenges of exergames for older users.
- Presented at 2014 Human Factors and Ergonomics Society Annual Meeting.

Georgia Tech  
Aug 2013 to Dec 2013

### "NeckGraffe" Posture Monitoring System

- Researched and designed a prototype in a four-person team for a system to help users track and improve neck posture.
- 3rd place, CHI 2014 Student Design Competition.

Georgia Tech  
Aug 2013 to Dec 2013

## Selected Publications & Presentations

Rogers, W. A., Marinelli, E., Cha, G., Hartley, J., & Mitzner, T. L. (2014, November). Kinect games for older adults: Understanding usability challenges. Gerontological Society of America 67th Annual Meeting, Washington, DC.

Marinelli, E. C., & Rogers, W. A. (2014, September). Identifying potential usability challenges for Xbox 360 Kinect exergames for older adults. In *Proceedings of the Human Factors and Ergonomics Society Annual Meeting* (Vol. 58, No. 1, pp. 1247-1251). SAGE Publications. DOI: 10.1177/1541931214581260

Khurana, R., Marinelli, E., Saraf, T., & Li, S. (2014). NeckGraffe: A postural awareness system. In *CHI '14 Extended Abstracts: ACM SIGCHI Conference on Human Factors in Computing Systems Proceedings* (pp. 227-232). DOI: 10.1145/2559206.2580936