

Benjamin Medler

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Education

Ph. D., Digital Media, Georgia Institute of Technology, Atlanta, GA,
(expected graduation date: May 2012)

Dissertation (in progress):

- Game Analytics and Capturing Digital Experiences.

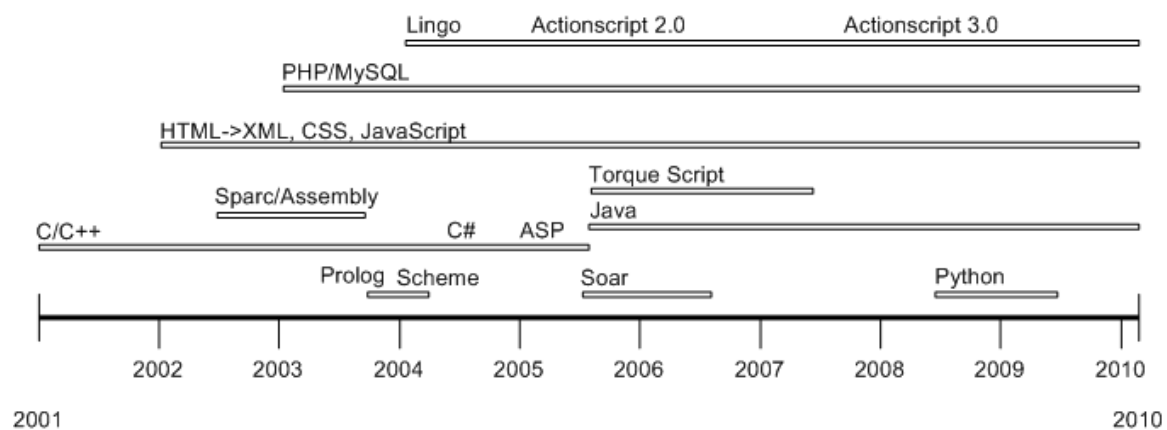
Master of Art, Digital Media Arts and Technology, Michigan State University, East Lansing, MI, 2007.

Master's Thesis:

- Building and Understanding Niche Social Networks.

Bachelor of Science, Computer Science, Michigan State University, 2005

Technical Skills



Coding Languages: PHP/MySQL, HTML/CSS/Javascript, Actionscript, Java, C/C++/C#, ASP; Prolog, Sparc, Soar, Python, Torque Script.

Tools: Adobe Photoshop / Illustrator / Flash / Premier, Eclipse.

Professional Positions

Tool Developer / Data Analyst, Electronic Arts. Redwood, CA, May - Aug 2010.

Manager : Michael John – Senior Creative Director, Chief Creative Office.

- Project Title: 'Data Cracker' – A Visual Analytic Tool for Dead Space 2.
Description: As part of a research and development project in the Chief Creative Office at EA, 'Data Cracker' was built to understand how telemetry can become an important part of game development process for EA teams. Over the course of three months, the 'Data Cracker' team worked with the Dead Space 2 multiplayer team to build a system from scratch that offered the dev team access to player data collected from multiplayer matches across multiple platforms.
 - Designed and developed the web-based visualization tool, 'Data Cracker,' using Protovis/MySQL/PHP.
 - Conducted user tests with Dead Space 2 dev team and EA employees from different teams.
 - Compiled a competitive analysis of EA's previous visual analytic projects and commercial analytic tools.

Research Assistant, Georgia Institute of Technology. Atlanta, GA, 2008 – present.

Advisor : Brian Magerko, Ph. D.

- Project One: Game Analytics Project. (Jan. 2009 – present)
Description: A two year National Science Foundation (NSF) funded project to record player behavior in online games. Using online Flash games we log player actions as they play our available games combining this with self-reporting surveys each player completes. All information is stored in an online database which we mine for patterns in behavior across game genres and similarities between each player's gameplay habits.
 - Created game metric API built in Actionscript/PHP/MySQL.
 - Built online game portal that records user gameplay and administers project's surveys.
 - Have had over 500 participants take part in the study consisting of survey questionnaires and gameplay sessions.
 - Data analysis of gameplay data and survey answers are continuously being conducted with published reports already produced.
 - Online visualization tools being developed to analyze and explore gameplay data collected.

- Project Two: Digital Improv. (2008 – 2009)
Description: A three year NSF funded project that studies how improv actors think creatively and problem solve. This knowledge will help build artificial intelligent agents that can improvise within virtual environments.
 - Creating observational studies and testing situations with real improv actors.
 - Conducted study with over 25 improv actors across four separate improv troupes.
 - Analyzing collected data for common patterns of cognition and behaviors.

- Project Three: The Scribe Authoring Tool. (2006 – 2008)
Description: Part of the Interactive Storytelling Architecture for Training (ISAT) project funded by the Department of Defense, RDECOM. ISAT is a 3D game based training environment for Army medics that uses intelligent tutoring and interactive storytelling elements. The Scribe Authoring Tool is a visual story authoring tool for Army medic Subject Matter Experts (SMEs) to create stories and training content for the ISAT game environments.
 - Building and designing the Scribe authoring tool for Subject Matter Experts (SMEs) to create training content for game environment.
 - Creating and administering user evaluation for the current version of the Scribe authoring tool (mentioned below).
 - Authoring Tool development using Java.
 - Built and designed a prototype authoring tool.
 - Team communication among three separate development groups.
 - XML formatting for cross system communication.
 - Rapid prototyping using Adobe Director.

Game Related Publications

Publications and other scholarly work can be found at www.benmedler.com or http://lcc.gatech.edu/~bmedler3/?page_id=63.

References

Available upon request