

Cheryl N. Platz

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Mailing Address:
Available on request

Overview	A multitasking, creative interface designer and driven project manager with broad multidisciplinary experience and the desire to create groundbreaking yet intuitive software.	
Education	Carnegie Mellon University	Pittsburgh, PA
	ENTERTAINMENT TECHNOLOGY CENTER Entertainment Technology Master's Program	AUGUST 2002-MAY 2003 GPA: 3.82
Education	Carnegie Mellon University	Pittsburgh, PA
	SCHOOL OF COMPUTER SCIENCE Bachelor of Science in Computer Science & Human-Computer Interaction (B.S.)	CLASS OF 2002
Experience	Microsoft Corporation	
	MANAGEMENT & ADMINISTRATION EXPERIENCE TEAM	
	User Experience Designer	(Nov 2007 - Present)
	<ul style="list-style-type: none">▶ Work with a small team to complete a major redesign of System Center Configuration Manager.▶ Create wireframes, prototypes, and visual design specs for multiple product features.▶ Actively participate in research, helping to craft studies, interpret data and present findings.▶ Contribute to the creation of interface guidelines to be used across all System Center products.	
Experience	Amaze Entertainment / Foundation 9	
	GRIPTONITE GAMES STUDIO	
	Producer	(Nov 2004 - Nov 2007)
	<ul style="list-style-type: none">▶ Directly responsible for managing handheld development teams of 8 - 15 artists and developers with development budgets ranging from \$750,000 to \$1.85 million▶ Create and maintain game design, maintaining project vision and documentation throughout the project.▶ Serve as primary liaison with external clients, contractors, and QA, including on-site visits.▶ Supervise interface design and play testing efforts: provide designs and feedback, arrange & observe tests▶ Create and manage project schedules, tracking progress and course-correcting when necessary▶ Oversee all internal and external databases for QA and asset tracking▶ Other contributions: game scripting, cutscene creation, writing in-game dialog/scripts, & localization▶ Write product pitches and concept documents for new game development projects.▶ Shipped Titles:<ul style="list-style-type: none">▪ Disney Friends (DS exclusive) - shipping soon in Europe (Oct 07) and US/JP (March 08)▪ Pirates of the Caribbean: Dead Man's Chest (GBA and Nintendo DS).▪ The Chronicles of Narnia: The Lion, the Witch, and the Wardrobe (GBA)	
Experience	Maxis / Electronic Arts	
	Assistant Producer II	
	(May 2003 - November 2004)	
	<ul style="list-style-type: none">▶ Managed day-to-day publishing and production tasks, including design, scheduling & asset management▶ Supervised the localization process for multiple titles, including translation and Language Testing▶ Served as the liaison between Production and Testing, and as a liaison with external developers▶ Wrote original in-game text for multiple games including The Sims Makin' Magic and The Sims 2.▶ Shipped Titles:<ul style="list-style-type: none">▪ The Sims Makin' Magic (PC)▪ The Sims Bustin' Out (GBA/N-Gage)▪ The Sims Bustin' Out (PS2/GCN/Xbox)▪ The Sims 2 (PC)▪ The Urbz: Sims in the City (GBA/Nintendo DS)	
Experience	Walt Disney Parks & Resorts (Walt Disney World)	
	DESTINATION DISNEY ON-SITE	
	Professional Intern	
	(May 2002 - September 2002)	
<ul style="list-style-type: none">▶ Prototyped and developed several interface design projects with large future visibility to the public.▶ Created site flows, HTML mockups, and programmed functional prototypes using VB and Flash.▶ Coded several network applications for Walt Disney Imagineering used to help prototype the Disney's PhotoPass project, which is now open to the public.		

MAYA Design Group

HUMAN SCIENCES DEPARTMENT

Interaction Designer

(May - September 2001, Jan - March 2003)

- ▶ Produced interface wireframes and mockups, performed expert analyses & wrote design deliverables.
- ▶ Coded an internal utility for visualizing employee utilization and work hours from company databases.

Carnegie Mellon University

ENTERTAINMENT TECHNOLOGY CENTER

Teaching Assistant

(August 2002 - December 2002)

- ▶ Provided one-on-one assistance and class support for the ETC's "Building Virtual Worlds" class.
- ▶ Specialized in assisting texture painters using Deep Paint 3D and 3D modelers using 3D Studio Max.

Skills

Key Software: MS Project, MS Office, Adobe CS3 (Photoshop, Fireworks, Illustrator), Visual Studio, Visual SourceSafe, DevTrack, Perforce, TeamTrack, RAID, Visio

Programming Languages: Java, C++, C, HTML, CSS, Python, Pascal, SML, Lingo, Tcl/Tk, XML, VB

Gaming Platforms: Nintendo DS, Game Boy Advance, PS2/Xbox/GameCube, PC, N-Gage

Art & Design:

- ▶ Skills: 2D & 3D Texture Art, 3D Animation, 3D Modeling, Communication Design, Web Design.
- ▶ Tools: Deep Paint 3D, Maya 4.0, Flash, Director, Illustrator, Photoshop, 3DS Max, Dreamweaver.
- ▶ Traditional Media Experience: Pencil, Pen & Ink, Oil, Acrylic, Watercolor, Stained Glass, etc.

Academic Projects

Virpets Theater

CARNEGIE MELLON'S ENTERTAINMENT TECHNOLOGY CENTER & PITTSBURGH CHILDREN'S MUSEUM

Technical Director

(Spring 2003)

- ▶ Responsible for evaluating technologies and technical prototyping (C++/Flash/ActionScript)
- ▶ Designed and implemented a system for controlling digital puppets using custom analog controls and a commercial third-party 3D engine (LithTech)
- ▶ Organized play tests of prototype system in eventual target location (Pittsburgh Children's Museum)

Interactive Theatre Initiative

CARNEGIE MELLON'S ENTERTAINMENT TECHNOLOGY CENTER

Producer

(Fall 2002)

- ▶ Responsible for spearheading support for a touring interactive show (Virtual Meditation #1) - equipment sourcing, budget, and eventual travel to CSCW 2002
- ▶ Also responsible for production on an original interactive theatre piece, "The Virgin Island" - a 10-minute play where audience members could interactively listen to a character's "thoughts" during the show.
- ▶ Handled project scheduling, equipment sourcing, budgeting, PR, and contributing creative input.

HCI Senior Project Course: Operator Control for Off-Road Robots

CARNEGIE MELLON UNIVERSITY'S HUMAN-COMPUTER INTERACTION INSTITUTE

- ▶ Part of a five-person effort to create a user interface for a DARPA experimental military reconnaissance robot that would be manned remotely by advanced soldier users.
- ▶ Deliverables included 2 usability studies and a completed set of wireframe designs and recommendations

Project Listen

CARNEGIE MELLON UNIVERSITY'S HUMAN-COMPUTER INTERACTION INSTITUTE

Research Assistant

(May - December 2000)

- ▶ Responsible for evaluating extensive footage of human tutors interacting with reading students
- ▶ Developed a lexicon for different forms of tutor interaction
- ▶ [AIED 2001 poster] Mostow, J., Aist, G. S., Burkhead, P., Corbett, A., Cuneo, A., Eitelman, S., Huang, C., Junker, B., Platz, C., Sklar, M. B., and Tobin, B. A controlled evaluation of computer- versus human-assisted oral reading. In J. D. Moore, C. L. Redfield, and W. L. Johnson (Eds.), *Artificial Intelligence in Education: AI-ED in the Wired and Wireless Future*, pp. 586-588. Amsterdam: IOS Press. Presented at the Tenth Artificial Intelligence in Education (AI-ED) Conference, San Antonio, Texas, May 2001.

Awards and Honors

Andrew Carnegie Scholar (1998-2002): Recipient of four-year merit-based university scholarship given to top 60 incoming students at Carnegie Mellon.

National Merit Scholar, 1998