

Denitza Dramkin, PhD

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Researcher in video games with 8+ years experience driving and executing research plans, utilizing quantitative and qualitative approaches, and collaborating with cross-functional teams.

WORK EXPERIENCE

Senior User Researcher | Sprung Studios Ltd. | Vancouver, B.C. **March 2024 - Current**
User Researcher | Sprung Studios Ltd. | Vancouver, B.C. **September 2023 - March 2024**
Associate User Researcher | Sprung Studios Ltd. | Vancouver, B.C. **June 2023 - September 2023**

Develops, drives, and executes player-centric research plans for cross-functional teams, including business and insights strategists, in AA-AAA games. In addition, I directly lead a team of researchers, overseeing their day-to-day workflow, deliverables, and career growth, which has resulted in multiple promotions for direct reports under my supervision.

- Adept at generating actionable insights and player-focused recommendations through diverse methodology, including intensive longitudinal (daily diary) studies, usability playtests, surveys, A/B tests, concept tests, group playtests, accessibility reviews, and heuristic evaluations.
- Leverages advanced statistical analysis and mixed-method (quantitative and qualitative) approaches to drive actionable insights and provide recommendations for design, gameplay, and the player experience.
- Sets standards for deliverables and leads training sessions to enhance team proficiency with research tools and methodology.

Graduate Research Scientist | University of British Columbia | Vancouver, B.C. **August 2016 - November 2023**

Led the design, implementation, and execution of research projects (both in-person and remote) focused on cognitive psychology and visual perception. Facilitated recruitment and data collection on 1000+ participants of diverse demographics.

- Utilized diverse research methodologies and technologies, including A/B testing, participant interviews, eye-tracking, and computational modeling to conduct research studies, resulting in 30+ presentations and journal publications.
- Managed multidisciplinary collaborations across 7 research centres, and oversaw the work of 25+ research assistants.

Equity, Diversity, and Inclusion Consultant | University of British Columbia | Vancouver, B.C. **April 2022 - August 2023**

Coordinated and monitored EDI strategies and programs within the UBC Department of Psychology for instructors, students, and staff.

- Developed guidelines for department-wide EDI initiatives and progress monitoring, in addition to leading targeted training programs and educational workshops.
- Conducted literature reviews, qualitative and quantitative assessments, and synthesized findings to inform protocols.

Project Analyst | Integration Solution Services, Inc. | North Vancouver, B.C. **April 2020 - August 2021**

Leveraged research background to develop proprietary tools for information management and data visualization.

- Generated insights from user behaviours and feedback to optimize tools for product teams and research partners.
- Distilled, analyzed, and presented research findings across teams and partners.
- Led in-house training workshops on how to integrate research methodologies and data analytics into project workflows.

EDUCATION

Doctor of Philosophy | Psychology | University of British Columbia 2018 - 2023
Master of Arts | Psychology | University of British Columbia 2016 - 2018
Bachelor of Science (Honors) | Psychology | University of Houston 2012 - 2015

SKILLS OVERVIEW

Research Planning & Management | Quantitative & Qualitative Research (Mixed-Methods) | Advanced Statistical & Data Analysis (R, Python, JASP) | Programming (MATLAB, PsychoPy) | Design (Figma, Adobe Illustrator)