

SEAN ZEHNDER

New Media Designer / Developer

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Research Associate	September 2007 present	Northwestern University
Video Game Designer	Several first-person shooter mods, several 2D games, misc multi-modal interactive media	
Video Game Researcher	Published and presented numerous articles on user responses to media (especially interactive forms)	
Tools Programmer	Custom hardware and software applications for cutting-edge research on user responses to and behavior with interactive media	
User Interface Developer Independent Consultant	October 2007 present	Tradeforecaster, LLC Chicago, IL
UI Developer	Advanced Adobe Flex-based user interface for algorithmic stock and commodities traders.	
User Interface Design Lead	November 2005 September 2007	Emergent Game Technologies Los Angeles, CA
Expert	Usability and User-Centered Design	
Author	User-Centered Design & Specification across new products	
Author	User-Centered Design Standards for all new products	
Producer / Designer	Mockups & Product Pre-visualization	
Manager	UI Team across multiple new products	
Programmer	C++, Qt 4.x, QtJambi, .NET 2.0, Flash 8, Actionscript 2/3, Flex 2, Java, & PHP ... and more!	
Interactive Media Designer Graduate Research Assistant	September 2002 November 2005	Digital-Kids Lab Northwestern University
Teacher	Research advisor and mentor to over 20 undergraduate students on independent studies and Honor's theses.	
Manager	10 lab personnel and grant resources	
Designer / Programmer	Interactive media for experimental research studies. For example, a Flash-based interactive MUD for children (ages 5-7) and a 3D video game.	
Researcher	Experiments about interactive media and user interface design. For example, a study of character and eye movements of players in a 3D video game.	

Software Designer / Developer	April 2004	Webuse Project
Research Consultant	November 2005	Northwestern University

Award Winner 2005 Best Student Software Award
 Communication and Information Technology Division of the
 American Sociological Association (CITASA)

Designer / Programmer Designed and implemented a custom web “spider” and Flash-based
 interactive network visualization system.

Consultant Statistical Analysis of Social Network Data

Project Manager	September 2003	Articulab
Technical Consultant	March 2004	Northwestern University

Programmer Server development for an interactive character for children

Consultant Client-side programming and Flash dev on interactive agent

Lab Manager	August 2000	Children’s Digital Media Center
Graduate Research Assistant	August 2002	Georgetown University

Researcher Managed design and production of interactive media for a research
 project funded by the National Science Foundation to study the
 effects of media on children.

EDUCATION

Ph.D.	Media, Technology, and Society	September 2002 – present
Northwestern University	School of Communication	Expecting degree June ‘08

*Original research on interface design for interactive media with a focus on Human Factors in
 player navigation performance in a 3D video game*

M. A.	Communication, Culture, and	June 2002
Georgetown University	Technology	

*Conducted research on the effects of the interaction of children with media – such as the
 influence of player control of a mouse on interest in and comprehension of an interactive
 storybook*

B. A.	English, Literary Theory	May 2000
University of Kentucky		

Gaines Fellow in the Humanities Thesis: “Mother, Father, and ‘I’: a Psychoanalytic Study
 Graduated “With Honors in Honors” of the Sound and the Fury”

TEACHING EXPERIENCE

Teaching Assistant

Course: 2D Animation
Instructor: Deborah Tolchinsky

Winter 2005
Northwestern University

Taught lab section for Introductory 2D Animation course in the Radio, TV, Film Department at Northwestern University. The majority of the lab work involved instruction with Adobe After Effects, Macromedia Flash, Adobe Photoshop, Adobe Illustrator and a variety of other software packages used for multi-modal computer animation.

PEER-REVIEWED JOURNAL ARTICLES

Lipscomb, S.D. & Zehnder, S.M. (2005). Immersion in the virtual environment: The effect of a musical score on the video gaming experience. *Journal of Physiological Anthropology and Applied Human Science*, 23, pp. 89-95.

O'Keefe, B. & Zehnder, S. (2004) Understanding Media Development: A framework and case study. In *Journal of Applied Developmental Psychology* [Special Issue]

Zehnder, Sean & Calvert, Sandra L. (2004). Between the Hero and the Shadow: Developmental Differences in Adolescents' Perceptions and Understanding of Mythic Themes in Film. *Journal of Communication Inquiry*, Volume: 28 Number: 2 Page: 122 -- 137

Calvert, Sandra L; Mahler, Brian A; Zehnder, Sean M; Jenkins, Abby; Lee, Mickey S. (2003). Gender differences in preadolescent children's online interactions: Symbolic modes of self-presentation and self-expression. *Journal of Applied Developmental Psychology*. Vol. 24(6) Dec, 627-644

Calvert, S. L., Kotler, J. A., Zehnder, S. M., Shockey, E. M. (2003). Gender Stereotyping in Children's Reports About Educational and Informational Television Programs. *Media Psychology*, Vol. 5, 139-162

PEER-REVIEWED BOOK CHAPTERS

Zehnder, S. and Lipscomb, S. (2006). The Role of Music. In *Playing Computer Games – Motives, Responses, and Consequences*. Peter Vorderer and Jennings Bryant (Eds.). Lawrence Erlbaum Associates.

CONFERENCE PRESENTATIONS

Game Developer's Conference (2007). "Metrics; Practical Applications of Game Intelligence Software to Critical Game Development Issues" (with Michael Steele)

Lipscomb, S.D. & Zehnder, S.M. (2004). Immersion in the virtual environment: The effect of a musical score on the video gaming experience. Invited paper presented at the International Symposium on Design of Artificial Environments (December 2-3, 2004, Fukuoka, Japan)

National Communication Association Conference (2004). "The Mangle of Media: the video game goes online"

Merging Methodologies Conference, U. Michigan (2004). “The Mangle of Media”

International Communication Association Conference (2004). “The Mangle of Media: implementations of POV in 3D video games”

Media History and Theory Colloquium (2003). Northwestern University “Developmental Differences in older and younger adolescent’s understanding of heroic depictions in film”

Society for Music Perception and Cognition Conference (2003). “Sound—Immersion: the role of music in the perceptual salience of video games”

International Communication Association Conference (2003). “Developmental Differences in older and younger adolescent’s understanding of heroic depictions”

WEBSITES

www.mediarevolutions.org

Managing Editor / Founder

www.seanzehnder.com

Personal Blog

PORTFOLIO

portfolio.seanzehnder.com

UNIVERSITY SERVICE

Co-founder, Media R/evolutions Working Group. An interdisciplinary group of graduate students and faculty interested in media theory, practice, and research

Event Planner and Organizer, Media and the Body Symposium. An interdisciplinary one-day event featuring faculty and graduate students from the Communication, Sociology, Radio/TV/ Film, English, and Gender Studies hosted by Media R/evolutions Working Group (2005)

Webmaster and Designer, Media, Technology and Society Community Website
www.mts.northwestern.edu (2002-2005)

Webmaster and Designer, Children’s Digital Media Center National Website
www.digital-kids.net (2002-2005)

Newgroup/Listserv Administrator, Media, Technology and Society Ph.D. Program – Community and Graduate Student listservs (2002-2005)

REFERENCES

Available upon request