

# Leticia Cherchiglia, Ph.D.

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http://leticia.msu.domains

## EXPERIENCE

**Instructor**, *Department of Media and Information, Michigan State University, East Lansing, USA.*

AUGUST 2019 - AUGUST 2020

Teaching undergraduate and graduate courses related to UX research and design, applied digital/social media, and IT project management.

**Graduate Research & Teaching Assistant**, *Department of Media and Information, Michigan State University, East Lansing, USA.*

JANUARY 2016 - MAY 2019

Designed and developed: a STEM serious card game based on UX principles, the website and the virtual mentors for a project related to K12 health habits, and avatars for a project related to STEM games.

Mentored students and served as Project Management Director for web/database projects; taught undergraduate and graduate courses in the Department of Media and Information.

**Volunteer Graduate Assistant**, *MSU Hub for Innovation in Learning and Technology, East Lansing, USA.*

FEBRUARY 2017 - JANUARY 2018

Co-editor and data visualization creator for a case study on how food systems in Africa can be improved through design thinking.

**Researcher of Technological and Industrial Development**, *1maginári0, Department of Photography, Theater and Cinema, Federal University of Minas Gerais, Belo Horizonte, Brazil.*

FEBRUARY 2014 - AUGUST 2015

Designed and developed: two interactive e-books, a serious game prototype, and an institutional website (1maginári0 research group).

**Undergraduate Teaching & Research Assistant**, *Federal University of Minas Gerais, Belo Horizonte, Brazil.*

SEPTEMBER 2009 - JANUARY 2014

Designed and developed: a newsgame, three interactive e-books, a digital poetic environment, the Google Play game *Ice Cream Run*, and two institutional websites (Fundação Rodrigo Mello Franco de Andrade and Núcleo Pr@xis).

## EDUCATION

**Michigan State University, Ph.D. in Information and Media Studies**  
- with a *Graduate Certificate in Serious Game Design and Research.*

SEPTEMBER 2015 - AUGUST 2019

**Federal University of Minas Gerais, Brazil, B.S. in Computer Science**  
- with additional coursework in *Computer Engineering: exchange program at the University of Beira Interior, Portugal.*

FEBRUARY 2008 - JANUARY 2014

## SKILLS

Used to working in challenging and complex environments, either individually or as part of a team.

Empathetic communication, innovative problem-solving, creative and meticulous analytical skills.

Understanding of UX principles and use of UX tools (e.g., wireframes, prototypes).

Web design & development (Wordpress, Blogger, Wix).

App/game design & development (Unity 3D, Fusion, MIT App Inventor).

Graphic design (Adobe Photoshop & Illustrator).

Project Management (traditional & agile).

## HONORS AND AWARDS

**Full-Time Ph.D. Fellowship (2015-2019)**, Brazilian National Council for Scientific and Technological Development (CNPq) and LASPAU-Harvard affiliated.

**Outstanding Ph.D. Educator (2019)**, Michigan State University.

**Office for International Students and Scholars Tuition Award (2015-2018)**, Michigan State University.

**Communication Arts and Sciences Summer Research Excellence Fellowship (2018)**, Michigan State University.

**Council of Graduate Students Professional Development Award (2016)**, Michigan State University.

**Work Award for Interactive e-books (2013)**, Federal University of Minas Gerais.

**Luso-Brazilian Scholarship for Exchange Program (2012)**, Santander Bank.

**Game Award for Ice Cream Run at the XI SBGames (2012)**: 2nd place Best Sound Specialist Choice; 3rd place Best Game Design Specialist Choice.

## LANGUAGES

English (fluent), Portuguese (native).