

WILLIAM JEFFERY

Outreach Specialist and Instructor
Games for Entertainment and Learning Lab Manager
Department of Media and Information

CONTACT INFORMATION:

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EDUCATIONAL BACKGROUND:**Masters of Arts Degree**, Fall 2013 – Spring 2015

Michigan State University, East Lansing, MI

Field: Human-Computer Interaction

Emphasis: Serious Game Design

Graduated: May 2015

GPA: 4.0/4.0

Bachelors of Arts Degree, Fall 2009 – Spring 2012

Michigan State University, East Lansing, MI

Field: Media Arts and Technology

Emphasis: Game Design and Development Specialization

GPA: 3.85/4.0

EMPLOYMENT HISTORY:**Academic Specialist and Instructor**, Spring 2015-current

Media and Information, Michigan State University, East Lansing, MI

Fixed term faculty focused on creative endeavors, research, and teaching in the area of Game Design and Development.

Lab Manager, Spring 2015-current

Games for Entertainment and Learning Lab, Michigan State University, East Lansing, MI

Manager of the GEL Lab whose mission is to design innovative prototypes, techniques, and complete games for entertainment and learning to advance state of the art knowledge about social and individual effects of digital games. Tasks include: project producer; project management; equipment maintenance; team development; client communications; proposal writing; public relations; and research.

Curriculum Director and Instructor, Spring 2015-current

Media Camps, Michigan State University, East Lansing, MI

MSU Media Summer Camps are pre-college exposure programs for high school and middle school students in media and technology topics including game design, 3D animation, web design, digital cinema, and TV production.

Visiting Instructor, August 2012-January 2013

Michigan State University, East Lansing, MI

Co-instructor of undergraduate game design and development courses in the game design specialization. The courses blend game design theory and practical hands-on experience in the Unity 3D game design engine.

CURRENT FIELDS OF INTEREST:

- Game Design and Development
- Meaningful Play (aka, Serious Games)
- User-Interface Design
- Virtual Reality Experiences
- Game Design Youth Outreach

HONORS AND AWARDS

- 2015 MSU Media and Information - Outstanding MA Student Producer
- 2014 Meaningful Play – People’s Choice Award for Non-Digital Game “We’ve Got Issues”
- 2014 Meaningful Play – Best Student Created Non-Digital Game Award for “We’ve Got Issues”
- 2014 TISM - Outstanding MA Student Producer
- 2014 TISM MA Academic Merit Award
- 2011 MSU Undergraduate Research and Arts Forum Award for Grumpy Snowmen: Deluxe Edition
- 2011 MSU TISM Student Showcase People’s Choice Award for Project Hooked (runner up)
- 2010 – 2012 Michigan State University Dean’s List

CREATIVE WORKS

Game Projects

Winn, B., **Jeffery, W.**, Chuang, R., Gleason, D., Edwards, E., Magliola, R., Burroughs, P., MacAfee, A., Nalon, O., Wherry, K., Daniels, T., Powell, P., Burks, J. **Tahir’s Playbook**. Available February 2017.
Published on the Apple App Store and Google Play Store. Details at <http://gel.msu.edu/play-book/>

Jeffery, W., Winn, B., Kolesnichenko, A., Nichols, T., Holzknrecht, S. Chuang, R., Edwards, E., Magliola, R., Nalon, O., Wherry, K., Burks, J. **VESTA – Virtual Vineyard**. Available March 2017.
Details online at <http://gel.msu.edu/vesta/>

Winn, B., **Jeffery, W.**, Chuang, R., Miller, S., Smith, M., Edwards, E., Magliola, R., Burroughs, P., MacAfee, A., Nalon, O., Wherry, K., Daniels, T., Powell, P., Burks, J. **Dream Racer**. Available March 2017. Published on the Apple App Store and Google Play Store. More details online at: <http://gel.msu.edu/dream-racer/>

Winn, B., Grove, C., Kolesnichenko, A., Kozma, G., Girard, J., **Jeffery, W.**, MacAfee, A., Symanzik, J., Burroughs, P., Zelenak, S., Hopcraft, J., Chuang, R., Wilhelmi, M., Summers, T. **Saving Draggy**. Available May 2016. Published on the Apple App Store and Google Play Store. More details online at <http://gel.msu.edu/saving-draggy/>

Winn, B., **Jeffery, W.**, Dennis, A., Kozma, G. **Reach Higher**. Available December 2015. Published on the Apple App Store and Google Play Store. Details at <http://gel.msu.edu/reach-higher/>

Winn, B., Dennis, A., **Jeffery, W.**, Miller, M., Holzknacht, S., Gleiber, E., Souza, L., Benoit, C., Tandon, S., Summers, T., Shadik, J., Thurston, N., Dykstra, J., Bagdady, A., **Isotopolis**. Available October 2015. Published on the Apple App Store and Google Play Store. Details at <http://gel.msu.edu/isotopolis/>

Jeffery, W., Holzknacht, S. **SpaceFun**. Research experimental video game. Completed July 2015. More details online at: <http://gel.msu.edu/nasaspacefun/>

Winn, B., **Jeffery, W.**, Durand-Hollis, X., Kozma, G., Ward, D., Holzknacht, S., Kurtz, C., Cox, E., Benoit, C. **NASA Train Like an Astronaut**. Research video game. Primary development completed May 2015; research ongoing through Spring 2017. Funded as part of NIH grant. More details online at: <http://gel.msu.edu/train-like-an-astronaut/>

Jeffery, W., Winn, B., Cunningham, K., Musser, E., Hopcroft, J., Pauly, K., Moore, J., Sosnowski, D., Summers, T. **Grumpy Snowmen Champions Edition**. Promotional video game. Available January 2015. More details online at: <http://gel.msu.edu/grumpy-snowmen/>

Jeffery, W., Kozma, G., Budram, M., Burroughs, P. **We've Got Issues**. Commercial non-digital game. Released May 2015. More details online at: <http://issuesthegame.com/>

Jeffery, W., Durand-Hollis, X., Han, X., Budram, M., Kibitlewski, C., Pastor, K. **Moxy Danger**. Released December 2013. More details online at: <http://gamedev.msu.edu/moxy-danger/>

Jeffery, W., Cornelius, D., Musser, E., Kelly, C., Najagawa, K., Yaske, J. **The Target**. Completed May 2012. More details online at: <http://willjeffery.com/the-target/>

Jeffery, W., Cornelius, D., Fleming, C., Yaske, J., Musser, E. **Apocalypse Noel: Silver Shells**. Released December 2011. More details online at: <http://willjeffery.com/apocalypse-noel-silver-shells/>

Jeffery, W., DeMaiolo, D., Owens, N. **Harmonium**. Released November 2011. More details online at: <http://willjeffery.com/harmonium/>

Jeffery, W., DeMaiolo, D., Prainito, M., Nagler, S. **GeoDrop**. Released November 2011. More details online at: <http://gamedev.msu.edu/geodrop/>

Jeffery, W., Fleming, C., Cornelius, D., Vechinski, A. **Hooked**. Released May 2011. More details online at: <http://gamedev.msu.edu/hooked/>

Winn B., **Jeffery, W.**, Girard, J., Diefenbach, B., Musser, E., Ward, D., Szymczak, B., Cox, E., Sosnowski, D. **Ford Driving Skills for Life Game.** Driver safety game developed for the Ford Foundation. Available October 2012. Available online at: <http://www.gel.msu.edu/ford-driving-skills-life-game>

Winn, B., **Jeffery, W.**, Cunningham, K., Sosnowski, D., Musser, E., Moore, J. **Grumpy Snowmen: Deluxe Edition.** Promotional video game. Completed January 2012. Available online at: <http://www.gel.msu.edu/grumpysnowmen>

Winn, B., **Jeffery, W.**, Cunningham, K., Sosnowski, D., Musser, E., Moore, J. **Grumpy Snowmen: Holiday Edition.** Promotional video game. Completed December 2011. Available online at: <http://www.gel.msu.edu/grumpysnowmen>

Multimedia Projects:

Jeffery, W. (director of website development, content curator), Winn, B., Wensloff, V. **Game Design and Development at Michigan State University.** This site serves as the homepage for the Game Design and Development Minor at MSU. It contains information about the various programs offered at MSU, and a large collection of the best games created within the minor. Launched February 2016. The site is available at <http://gamedev.msu.edu/>.

Jeffery, W. (director of website development, content curator), Winn, B., Wensloff, V. **Games for Entertainment and Learning Lab Website.** This site serves as the homepage for the Games for Entertainment and Learning Lab. It contains information about the GEL Lab, its faculty and employees, alumni, and has details of all GEL Lab projects created to date. Launched February 2016. The site is available at <http://gel.msu.edu/>.

PEER REVIEWED PUBLICATIONS:

Journal Articles:

Feltz, D.L., Ploutz-Snyder, L., Winn, B., Kerr, N.L., Pivarnik, J.M., Ede, A., Hill, C.R., Samendinger, S. & **Jeffery, W.** (2016). **Simulated Partners and Collaborative Exercise (SPACE) to Boost Motivation for Astronauts: Study Protocol.** *BioMed Central Psychology*, 4:54. DOI: 10.1186/s40359-016-0165-9 URL: <http://www.biomedcentral.com/2050-7283/4/54>

Published Abstracts:

Feltz, D.L., Ede, A., Winn, B., Samendinger, S., **Jeffery, W.**, Lawrence, F., Pivarnik, J.M., & Ploutz-Snyder, L. (2016, February). **Cyber partners in Exergames: Boosting Motivation to Maintain Intense Exercise.** NASA Human Research Program Investigator's Workshop, Galveston, TX. HRP Abstracts.

Ede, A., Hill, C.R., Winn, B., Pivarnik, J.M., Kerr, N.L., **Jeffery, W.**, Deere, S.J., Spencer, B.D., Plout-Snyder, L., & Feltz, D.L. (2015). **Cyber partners for astronauts: Boosting motivation to exercise harder with exergames.** *Journal of Sport and Exercise Psychology*, 37, S111.

Max, E.J., Samendinger, S., Spencer, B.D., Winn, B., Kozma, G., **Jeffery, W.**, Kerr, N.L., Pfeiffer, K.A., Forlenza, S.T., & Feltz, D.L. (2015). **Examining the Koehler motivation effect with software-generated partners in repeated sessions of aerobic exercise.** *Journal of Sport and Exercise Psychology*, 37, S128.

Samendinger, S., Max, E.J., Winn, B., Kozma, G., **Jeffery, W.**, Kerr, N.L., Forlenza, S.T., & Feltz, D.L. (2015). **Interactive dialogue is important in software-generated workout partners.** *Journal of Sport and Exercise Psychology*, 37, S143

Feltz, D.L., Ede, A., Winn, B., Pivarnik, J.M., Kerr, N.L., **Jeffery, W.**, Deere, S., Samendinger, S., Max, E.J., Hill, C.R., & Ploutz-Snyder, L. (2015, January). **Cyber partners in Exergames: Boosting Motivation to Exercise Harder.** *NASA Human Research Program Investigator's Workshop*, Galveston, TX.

Conference Proceedings:

Winn, B., Max, E., Kozma, G., **Jeffery, W.**, Durand-Hollis, X., Forlenza, S., Samendinger, S., Kerr, N., Pfeiffer, K., & Feltz, D. (2014, October). **The design of a software-generated workout partner to boost motivation in exergaming.** *Proceedings of the International Conference on Meaningful Play*, East Lansing, MI.

PEER REVIEWED EXHIBITIONS:

Winn, B., Grove, C., Kolesnichenko, A., Kozma, G., Girard, J., **Jeffery, W.**, MacAfee, A., Symanzik, J., Burroughs, P., Zelenak, S., Hopcraft, J., Chuang, R., Wilhelmi, M., Summers, T. **Saving Draggy.** Exhibited at the International Academic Conference on Meaningful Play, October 2014, East Lansing, MI.

Winn, B., **Jeffery, W.**, Durand-Hollis, X., Kozma, G., Ward, D., Pivarnik, J., Kerr, N., Ede, A., Samendinger, S., Ploutz-Snyder, L. Feltz, D. **Train Like An Astronaut.** Exhibited at the International Academic Conference on Meaningful Play, October 2014, East Lansing, MI.

Dennis, A., Thurston, N., Benoit, C., , Tandon, S., Summers, T., Shadik, J., Dykstra, J., Bagdady, A., **Jeffery, W.**, and Winn, B.. **Cyclotron Game Concept.** Exhibited at the International Academic Conference on Meaningful Play, October 2014, East Lansing, MI.

PEER REVIEWED CONFERENCE PAPERS AND POSTERS:

Winn, B., Max, E., **Jeffery, W.**, Kozma, G., Durand-Hollis, X., Forlenza, S., Samendinger, S., Kerr, N., Pfeiffer, K., & Feltz, D. (2014, October). **The design of a software-generated workout partner to boost motivation in exergaming.** *International Conference on Meaningful Play*, East Lansing, MI.

INVITED ACADEMIC PRESENTATIONS:

Feltz, D.L., Winn, B., Pivarnik, J.M., Kerr, N.L., Ede, A., Danbert, S., Samendinger, S., Forlenza, S.T., **Jeffery, W.**, & Max, E.J. (2014, February). **Cyber partners: harnessing group dynamics to boost motivation for more efficient exercise.** *NASA Human Research Program Investigator's Workshop*, Galveston, TX, <http://www.hou.usra.edu/meetings/hrp2014/pdf/3010.pdf>

INVITED EXHIBITIONS:

Winn, B., **Jeffery, W.**, et al. (2016, December). MSU Game Design Studio Projects. **DemoCamp Lansing**. Lansing Public Media Center, Lansing, MI. December 15, 2016.

Winn, B., **Jeffery, W.**, et. al. **Pure Michigan Game Exhibition**. Curated by Brian Winn. Included collection of MSU GEL Lab Games, Michigan Game Industry Games, and Student Games. International Academic Conference on Meaningful Play, October 2016. East Lansing, MI.

Winn, B., **Jeffery, W.** (coordinator, co-director), et. al. **The Woz: New Media and Interactive Gallery**. Curated by Brian Winn. Included collection of MSU GEL Lab Games, Student Games, Technology Demos, and Indie and Commercial Games. Traverse City Film Festival, July 2016. Traverse City, MI.

Winn, B., **Jeffery, W.**, et. al. **CS First Annual Michigan Film & Digital Media Office CS First Event**. January 28, 2016. Jack Breslin Event Center, East Lansing, MI.

Winn, B., **Jeffery, W.** (coordinator, co-director), et. al. **The Woz: New Media and Interactive Gallery**. Curated by Brian Winn. Included collection of MSU GEL Lab Games, Student Games, Technology Demos, and Indie and Commercial Games. Traverse City Film Festival, July 2015. Traverse City, MI.

Jeffery, W. Game Design and Development at Michigan State University. Teen Game Lab – Online webinar. April 8, 2015.

Winn, B., **Jeffery, W.**, et. al. **Oculus Rift Technology Demo**. Presidents Reception. Cowles House. East Lansing, MI. November 8, 2014.

Winn, B., **Jeffery, W.**, et. al. **Oculus Rift Technology Demo**. Capital Campaign Open House. Comm Arts Building. East Lansing, MI. November 2014.

Winn, B., **Jeffery, W.**, et. al. **Oculus Rift Technology Demo**. Capital Campaign Open House. Broad Museum. East Lansing, MI. October 24, 2014.

Winn, B., **Jeffery, W.**, et. al. **Next: Interactive Gallery**. Curated by Brian Winn. Included collection of MSU GEL Lab Games, Student Games, Technology Demos, and Indie and Commercial Games. Traverse City Film Festival, July 2014. Traverse City, MI.

OTHER PRESENTATIONS:

Winn, B., **Jeffery, W.**, **Grandparents University: Video Game Design**. East Lansing, MI. June 25, 2014.

Winn, B., **Jeffery, W.**, **Grandparents University: Video Game Design**. East Lansing, MI. June 26, 2013.

Jeffery, W., Fleming, C., **Spartasoft Level Design Talk**. East Lansing, MI. Fall 2011.

EDITOR/REVIWER/JUDGE

Jeffery, W. (program committee & game judge) **Meaningful Play 2016**, East Lansing, MI. October, 2016.

Jeffery, W. (game judge) **GameDev @ MSU Annual Student Showcase**. 2015-present (annual).

Jeffery, W. (game judge) **Meaningful Play 2014**, East Lansing, MI. October, 2014.

PROFESSIONAL ACTIVITIES

Faculty Advisor, Fall 2015-current
SpartaSoft Student Game Developers Student Organization
Michigan State University

COURSES TAUGHT:

MI445 Game Design and Development I, Fall 2014, Fall 2015, Fall 2016
Undergraduate senior-level course, ~40 students per offering
Michigan State University, East Lansing, MI

MI455 Game Design and Development II, Spring 2014, Spring 2015, Spring 2016
Undergraduate senior-level course, ~40 students per offering
Michigan State University, East Lansing, MI

MI497 Game Design Workshop, Fall 2016
Undergraduate senior-level course, ~40 students per offering
Michigan State University, East Lansing, MI

MI498 Collaborative Game Design and Development, Spring 2017
Undergraduate senior-level course, ~35 students
Michigan State University, East Lansing, MI

MI482 Building Virtual Worlds, Spring 2016
Undergraduate senior-level course, ~20 students per offering
Michigan State University, East Lansing, MI

MSU Media Camp - Beginner Game Design and Development, Summer 2012, Summer 2013, Summer 2014, Summer 2015, Summer 2016
Highschool 9-12 entry-level course, ~40 students per offering
Michigan State University, East Lansing, MI

MSU Media Camp - Advanced Game Design and Development, Summer 2012, Summer 2013, Summer 2014, Summer 2015, Summer 2016
Highschool 9-12 intermediate-level course, ~20 students per offering
Michigan State University, East Lansing, MI