

Alexandra Holloway

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- Research** HCI, games for health, childbirth, anthropology
- Education**
- Ph.D.*, Computer Science Expected June 2013
University of California, Santa Cruz
Dissertation title: *Advancing birth partner support through interactive simulation*
Advancement to candidacy: January 19, 2011
Advisor: Dr. Sri Kurniawan
- M.S.*, Computer Engineering September 2010
University of California, Santa Cruz
Thesis title: *System design and evaluation of The Prepared Partner: a labor and childbirth game*
Advisor: Dr. Sri Kurniawan
- B.S.*, Computer Engineering; *B.A.*, Mathematics December 2003
University of California, Santa Cruz
Focus: Computer architecture; computational mathematics
- Awards and scholarships**
- Full scholarship to Grace Hopper Celebration for Women in Computing 2010, 2008
Volunteer scholarship to attend Foundations of Digital Games 2010
Full scholarship to CRA-W Grad Cohort for Women 2008, 2009
Dean's Award, UC Santa Cruz 2002, 2003
- Research experience**
- Graduate student researcher* September 2007–present
- Includes dissertation work (expected: 2013) and thesis work (2010)
 - User study for large-scale filesystem interface
 - Design, prototype, and learning user study for The Prepared Partner: a labor and childbirth game
 - Taxonomy and user study of childbirth scenes in commercial video games
 - CITRIS seed grant for Digital Birth: Improving Perinatal Outcomes for Under-Served Californians Through Game-Based Learning
 - Assistive technology: One-handed user interface for playing real-time strategy games on an iPad
 - Generator for random instructions for Santa Cruz Out-of-order RISC Engine (SCOORE)
- Undergraduate researcher* June 2001–December 2001
- Contributed to research for the Kestrel massively parallel processor
- Teaching experience**
- Associate In*, UC Santa Cruz Summers 2010, 2009, 2008
- Instructor of Computing Systems and Assembly Language and associated lab
- Teaching assistant*, UC Santa Cruz September 2007–March 2010
- Managed instructional teams in computing systems and assembly language, computer architecture, and human-computer interaction

Professional experience	<i>Engineer</i>	May 2006–June 2007 San Diego, CA
	Qualcomm, Inc.	
	<i>Associate Engineer</i>	October 2004–May 2006 San Diego, CA
	L-3 Communications Telemetry-West	
Conference publications	A. Holloway , N. Crenshaw, S. Orzech, W.S. Wong. <i>On Creating a Native Real Time Strategy Game User Interface for Multi-Touch Devices</i> . In Proc. of Foundations of Digital Games, Bordeaux, France, June 2011. (Acceptance rate: 33%)	
	A. Holloway and S. Kurniawan. <i>System Design Evolution of The Prepared Partner: How a Labor and Childbirth Game Came to Term</i> . In Proc. of Meaningful Play. East Lansing, MI, Oct 21–23, 2010. (Acceptance rate: 55%)	
	S.C. Petersen, A. Carey , R. Hughey, and D. Meek. <i>Assembly Language Curriculum Realignment in Computer Engineering at UCSC</i> . In Proc. of American Society for Engineering Education Annual Conference & Exposition. 2002.	
Workshop publications	A. Holloway , N. Crenshaw, S. Orzech, W.S. Wong. <i>One-handed interface for multitouch-enabled real-time strategy games</i> . In Proc. of Foundations of Digital Games, Bordeaux, France, June 2011.	
	A. Holloway , R. DeArmond, M. Francoeur, D. Seagal, A. Zuill, S. Kurniawan. <i>Visualizing Audio in a First-Person Shooter With Directional Sound Display</i> . In Proc. of Foundations of Digital Games, Bordeaux, France, June 2011.	
Patent	R. Gupta, M.A. Lindner, F. Tejaswini, A. Carey . <i>Wireless Communication Device Having Deterministic Control of Foreground Control of the User Interface</i> (2009): Patent WO/2009/148776	
Coursework and projects	<i>Childbirth support and preparation</i>	
	<ul style="list-style-type: none"> • Study to find the ways in which mothers and their partners prepare for childbirth, and the methods' effects on the outcome of and satisfaction with labor (in progress) • Effectively and entertainingly taught participants five to six natural ways to help a woman through labor through serious game (pilot study, full study: in review) 	
	<i>Human-computer interaction and human factors</i>	
	<ul style="list-style-type: none"> • Collected data on user frustration with Evil Tetris project (2009) • Researched technology use for people with age-related macular degeneration (AMD) (2009) • Designed and implemented a user interface to mark wiki pages “seen.” (2008) 	
Professional activities	Chief Financial Officer, Society for the Advancement of the Science of Digital Games (SASDG) 2011	
	ACM member (2010–present), IEEE member (1999–present)	
	IEEE student branch vice-chair, interim chair 2002–2003	
	Dean’s under/graduate advisory council member 2010–2011, 2002–2003	
Citizenship	USA	