

Alexandra Holloway

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- Research** Human-computer interaction (HCI), user interfaces, assistive technology, video games and game design, games for health and healthy living, usability, childbirth
- Education**
- Ph.D.*, Computer Science Expected June 2013
University of California, Santa Cruz
Dissertation: *Digital Birth: Improving perinatal outcomes for under-served Californians through game-based learning* (Advisor: Dr. Sri Kurniawan)
Advancement to candidacy: January 19, 2011
- M.S.*, Computer Engineering September 2010
University of California, Santa Cruz
Thesis: *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**
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| CITRIS New Investigators' seed grant | 2011 |
| Scholarship to Grace Hopper Celebration for Women in Computing | 2011, 2010, 2008 |
| Volunteer scholarship to Foundations of Digital Games | 2010 |
| Scholarship to CRA-W Grad Cohort for Women | 2008, 2009 |
| Dean's Award, University of California, Santa Cruz | 2002, 2003 |
| Commencement speaker (faculty selected) | 2003 |
- Research experience**
- Graduate student researcher* September 2007–present
- Includes dissertation work (expected: 2013) and thesis work (2010)
 - Currently overseeing two to four students in independent study
 - Investigating usability of peta-scale filesystems
 - Designing, prototyping, and studying learning in The Prepared Partner
 - Teaching breastfeeding with an iPhone game (Latch Master)
 - Generator for random instructions for Santa Cruz Out-of-order RISC Engine (SCOORE)
 - Significant grant-writing experience
- 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 and presented material in computing systems and assembly language, computer architecture, and human-computer interaction

Professional experience	<i>Research Intern</i> NASA-Ames	June 2012–August 2012 Mountain View, CA
	<i>Engineer</i> Qualcomm, Inc.	May 2006–June 2007 San Diego, CA
	<i>Associate Engineer</i> L-3 Communications Telemetry-West	October 2004–May 2006 San Diego, CA
Conference publications	A. Holloway and S. Kurniawan. <i>The Prepared Partner: Can a Video Game Teach Labor and Childbirth Support Techniques?</i> USAB 2011 – Information Quality in eHealth. Graz, Austria, Nov 25–26, 2011. (Acceptance rate: 10%)	
	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> 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> Meaningful Play. East Lansing, MI, Oct 21–23, 2010. (Acceptance rate: 55%)	
Workshop publications	A. Holloway , Z. Rubin, S. Kurniawan. <i>What Video Games Have to Teach Us About Childbirth and Childbirth Support.</i> Workshop on Design Patterns in Games, Raleigh, NC, May 2012.	
	A. Holloway. <i>The Purge Threat: Scientists’ Thoughts on Usability in the Peta-Scale.</i> 6th Parallel Data Storage Workshop, Seattle, WA, November 2011. (Acceptance rate: 45%)	
	A. Holloway , N. Crenshaw, S. Orzech, W.S. Wong. <i>One-handed interface for multitouch-enabled real-time strategy games.</i> Foundations of Digital Games, Bordeaux, France, June 2011.	
Patent	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> Foundations of Digital Games, Bordeaux, France, June 2011.	
	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	
Invited lectures and talks	Games for Health Conference	June 12 and 14, 2012
	University of Southern California Keck School of Medicine	April 27, 2012
	IBM Almaden	April 11, 2012
Professional activities	CFO, Society for the Advancement of the Science of Digital Games	2011–present
	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	