

## EDUCATION

### **Master of Arts Degree in Media and Information**

*Fall 2013 – Spring 2015 at Michigan State University, East Lansing, MI*

Concentration in Human-Computer Interaction

Certificate in Serious Game Design & Research

Graduated: May 2015

GPA: 4.0/4.0

### **Bachelor of Arts Degree in Media Arts and Technology**

*Fall 2009 – Spring 2012 at Michigan State University, East Lansing, MI*

Concentration in Games, Web, & Interactive Media

Specialization in Game Design and Development

GPA: 3.85/4.0

## EMPLOYMENT HISTORY

### **Lab Manager and Executive Producer, Spring 2013-current**

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

Lead designer and producer on 8+ shipped games and research projects. Developed the world's first 12-person action arcade game "Plunder Panic." Responsibilities include production, project management, game design, equipment management, research, team development, employee hiring, client communications, proposal writing and website management.

### **Academic Specialist and Instructor, Spring 2015-current**

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

Instructor of six different courses in the Game Design and Development Minor. Developed new curriculum with a focus in game design, game mechanics and pre-production. Mentoring of student groups, facilitating their transition from students to industry professionals. Contributed to idea generation, instruction and course mapping for a minor consistently ranked as a top 10 program by the Princeton Review.

**Curriculum Director and Instructor**, Spring 2015-current*Media Camps, Michigan State University, East Lansing, MI*

Developed game design and development focused curriculum for middle and high school students. Responsibilities include staffing of instructors, job training, course instruction and content development.

**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
- Video Game Production
- Project Management
- Meaningful Play (aka, Serious Games)
- User-Interface Design
- Virtual Reality Experiences
- Game Design Youth Outreach

## HONORS AND AWARDS

- Official Selection of Indie MegaBooth for “Plunder Panic” – PAX East 2018
- Finalist in The Gaming Pitch Competition for “Plunder Panic” – SXSW 2018
- The Audience Choice Award for “Plunder Panic” – IndieCade 2017
- Outstanding Master’s Student Producer – MSU Department of Media and Information 2015
- People’s Choice Award for Non-Digital Game “We’ve Got Issues” – Meaningful Play 2014
- Best Student Non-Digital Game Award for “We’ve Got Issues” – Meaningful Play 2014
- Outstanding Master’s Student Producer – MSU Department of Media and Information 2014
- Undergraduate Research and Arts Forum Award for “Grumpy Snowmen” – 2011 MSU
- Michigan State University Dean’s List: 2010 – 2012

## GAME DESIGN PROGRAM RANKINGS

- MSU Ranked #3 in Best Universities for Game Development – 80 Level
- MSU Ranked #9 in Best Game Design Bachelor’s Degree – 2018 College Choice
- MSU Ranked #07 in Top Game Design Undergraduate Schools – 2018 Princeton Review
- MSU Ranked #10 in Top Game Design Undergraduate Schools – 2017 Princeton Review
- MSU Ranked #08 in Top Game Design Undergraduate Schools – 2016 Princeton Review
- MSU Ranked #07 in Top Game Design Undergraduate Schools – 2015 Princeton Review
- MSU Ranked #12 in Top Game Design Undergraduate Schools – 2014 Princeton Review
- MSU Ranked #10 in Top Game Design Undergraduate Schools – 2013 Princeton Review

## COURSES TAUGHT

### **MI445 Game Design and Development I, Fall 2014-2017**

Undergraduate senior-level course, ~40 students per offering  
Michigan State University, East Lansing, MI

### **MI455 Game Design and Development II, Spring 2014-2018**

Undergraduate senior-level course, ~40 students per offering  
Michigan State University, East Lansing, MI

### **MI497 Game Design Workshop, Fall 2016-2017**

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, Spring 2018**

Undergraduate senior-level course, ~25 students per offering  
Michigan State University, East Lansing, MI

### **MSU Media Camp - Beginner Game Design and Development, Summer 2012-2017**

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 2012-2017**

Highschool 9-12 intermediate-level course, ~20 students per offering  
Michigan State University, East Lansing, MI

**CREATIVE WORKS – VIDEO GAMES****Plunder Panic.** Lead Designer, Project Manager, Producer.

Available on itch.io December 2017. Nintendo Switch and Steam release in Fall of 2019.  
Details online at <http://plunderpanic.com>

Winn, B., **Jeffery, W.**, Chuang, R., Daniels, T., Brenz, Z., Bush, K., Deneau, C., Pennington, J., Ridenour, W., Sobus, D., Widmyer, A., Smith, M., Klingel, A.

**Quantum 3.** Executive Producer.

Available Fall 2018. To be published on the Apple App Store and Google Play Store. Details at <http://gamedev.msu.edu/quantum3/>

**Jeffery, W.**, Ozkan, T., Sanders, H., Roman, R., Firestone, R., Little, C.

**Monster Saver.** Designer and Producer.

Available Fall 2018. To be published on the Apple App Store and Google Play Store. Details at <http://gamedev.msu.edu/monster-saver/>

Winn, B. **Jeffery, W.**, Martin, A., Little, C., Peasley, K., Wing, C., Barber, J., Voyles, A., Ottarson, A., Johnson, B., Firestone, R.

**Tahir's Playbook.** Designer, Project Manager, and Producer.

Available Feb 2017. Published on the Apple App Store and Google Play Store. Details at <http://gamedev.msu.edu/tahirs-playbook/>

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., Bonczyk, A., Brenz, Z., Bush, K., Deneau, C., Little, C., Pennington, J., Ridenour, W., Sobus, D., Widmyer, A., Winters, J.

**VESTA – Virtual Vineyard.** Lead Designer, Executive Producer, and Project Manager.

Available March 2017. Details online at <http://gamedev.msu.edu/vesta/>

**Jeffery, W.**, Smith, T., Winn, B., Kolesnichenko, A., Nichols, T., Holzknicht, S. Chuang, R., Nalon, O., Magliola, R., Edwards, E., Wherry, K., Burks, J., Daniels, T., Bonczyk, A., Winters, J., Zhu, M., Little, C., Widmyer, A.

**Dream Racer.** Designer, Producer, and Project Manager.

Available March 2017. Published on the Apple App Store and Google Play Store. Details online at: <http://gamedev.msu.edu/dream-racer/>

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., Bonczyk, A., Bush, K., Deneau, C., Little, C., Pennington, J., Ridenour, W., Sobus, D., Widmyer, A., Winters, J.

**Saving Draggy.** Designer.

Available May 2016. Published on the Apple App Store and Google Play Store. Details online at <http://gel.msu.edu/saving-draggy/>

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.

**Reach Higher.** Designer and Producer.

Available December 2015. Published on the Apple App Store and Google Play Store. Details at <http://gamedev.msu.edu/reach-higher/>

Winn, B., **Jeffery, W.**, Dennis, A., Kozma, G.

**Isotopolis.** Designer.

Available October 2015. Published on the Apple App Store and Google Play Store. Details at <http://gamedev.msu.edu/isotopolis/>

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.,

**SpaceFun.** Designer and Project Manager.

Research experimental video game. Completed July 2015. Details online at:

<http://gamedev.msu.edu/spacefun/>

**Jeffery, W.**, Holzknacht, S.

**NASA Train Like an Astronaut.** Lead Designer, Producer, and Project Manager.

Research video game. Primary development completed May 2015; research ongoing through Spring 2017. Funded as part of NIH grant. Details online at:

<http://gamedev.msu.edu/train-like-an-astronaut/>

Winn, B., **Jeffery, W.**, Durand-Hollis, X., Kozma, G., Ward, D., Holzknacht, S., Kurtz, C., Cox, E., Benoit, C.

**Grumpy Snowmen Champions Edition.** Lead Designer, Producer, and Project Manager.

Promotional video game. Available January 2015.

Details online at: <http://gamedev.msu.edu/grumpy-snowmen/>

**Jeffery, W.**, Winn, B., Cunningham, K., Musser, E., Hopcroft, J., Pauly, K., Moore, J., Sosnowski, D., Summers, T.

**We've Got Issues.** Lead Designer, Producer, and Project Manager.

Commercial non-digital game. Released May 2015. Details online at:

<http://willjeffery.com/wgi>

**Jeffery, W.**, Kozma, G., Budram, M., Burroughs, P.

**Moxy Danger.** Lead Designer and Project Manager.

Graduate game project. Released December 2013.

**Jeffery, W.**, Durand-Hollis, X., Han, X., Budram, M., Kibitlewski, C., Pastor, K.

**The Target.** Lead Designer and Project Manager.

Undergraduate game project. iPad first person shooter prototype for client.

Completed May 2012.

**Jeffery, W.**, Cornelius, D., Musser, E., Kelly, C., Najagawa, K., Yaske, J.

**Apocalypse Noel: Silver Shells.** Lead Designer and Project Manager.

Undergraduate game project. Released December 2011.

**Jeffery, W.**, Cornelius, D., Fleming, C., Yaske, J., Musser, E.

**Harmonium.** Lead Designer and Project Manager.

Undergraduate game project. Released November 2011.

**Jeffery, W.**, DeMaiolo, D., Owens, N.

**GeoDrop.** Lead Designer and Project Manager.

Undergraduate game project. Released November 2011.

**Jeffery, W.**, DeMaiolo, D., Prainito, M., Nagler, S.

**Ford Driving Skills for Life.** Designer and Project Manager.

Driver safety game developed for the Ford Foundation. Released October 2012. Available online at: <http://gamedev.msu.edu/ford-driving-skills-for-life/>

Winn B., **Jeffery, W.**, Girard, J., Diefenbach, B., Musser, E., Ward, D., Szymczak, B., Cox, E., Sosnowski, D.

**Grumpy Snowmen: Deluxe Edition.** Designer and Project Manager.

Promotional video game. Completed January 2012.

Available online at: <http://gamedev.msu.edu/grumpy-snowmen/>

Winn, B., **Jeffery, W.**, Cunningham, K., Sosnowski, D., Musser, E., Moore, J.

**Grumpy Snowmen: Holiday Edition.** Designer and Project Manager.

Promotional video game. Completed December 2011.

<http://gamedev.msu.edu/grumpy-snowmen/>

Winn, B., **Jeffery, W.**, Cunningham, K., Sosnowski, D., Musser, E., Moore, J.

**Hooked.** Lead Designer, 3D Artist, and Project Manager.

Undergraduate game project. Released May 2011.

**Jeffery, W.**, Fleming, C., Cornelius, D., Vechinski, A.

## CREATIVE WORKS – MULTIMEDIA PROJECTS

**<http://gamedev.msu.edu>** – Direct of Website Development, Content Curator, Web Designer.

Game Design and Development website for 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.

**Jeffery, W.**, Winn, B., Wensloff, V.

**<http://gel.msu.edu>** – Website Development, Content Curator.

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.

**Jeffery, W.**, Winn, B., Wensloff, V.

Launched February 2016.

## 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., Ploutz-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**

**Plunder Panic.** Exhibited at IndieMEGABOOTH Pax East 2018, Boston, MA.

Winn, B., **Jeffery, W.**, Chuang, R., Daniels, T., Brenz, Z., Bush, K., Deneau, C., Pennington, J., Ridenour, W., Sobus, D., Widmyer, A., Smith, M., Klingel, A.

**Plunder Panic.** Exhibited at SXSW Gaming Pitch Competition 2018, Austin, TX.

Winn, B., **Jeffery, W.**, Chuang, R., Daniels, T., Brenz, Z., Bush, K., Deneau, C., Pennington, J., Ridenour, W., Sobus, D., Widmyer, A., Smith, M., Klingel, A.



**Plunder Panic.** Exhibited at IndieCade October 2017, Los Angeles, CA.

Winn, B., **Jeffery, W.**, Chuang, R., Daniels, T., Brenz, Z., Bush, K., Deneau, C., Pennington, J., Ridenour, W., Sobus, D., Widmyer, A., Smith, M., Klingel, A.

**Saving Draggy.** Exhibited at the International Academic Conference on Meaningful Play

October 2016, East Lansing, MI.

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.

**Train Like an Astronaut.** 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.

**Cyclotron Game Concept.** 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.

## 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

**VESTA – Virtual Vineyard.** Presenter.

2017 VESTA National Summit. Wild Dunes Resort, Isle of Palms, SC.

<https://www.vesta-usa.org/Events/2017-VESTA-National-Summit>

**Jeffery, W.**, Smith, T., Winn, B., Kolesnichenko, A., Nichols, T., Holzknrecht, S. Chuang, R., Nalon, O., Magliola, R., Edwards, E., Wherry, K., Burks, J., Daniels, T., Bonczyk, A., Winters, J., Zhu, M., Little, C., Widmyer, A. (2017, June).

**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>

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).

## INVITED EXHIBITIONS

**MSU Game Design Studio Projects.** Coordinator and Presenter.

DemoCamp Lansing. Lansing Public Media Center, Lansing, MI. February 28, 2018.

Winn, B., **Jeffery, W.**, et. al. (2018, February).

**Plunder Panic Arcade Debut.** Coordinator.

The Grid Arcade & Bar. The Grid. 226 E Grand River Ave, Lansing, MI. December 15, 2017.

Winn, B. **Jeffery, W.**, et al.

**The Woz: New Media and Interactive Gallery.** Event Coordinator and Co-Director.

All games shown were developed at Michigan State University. Projects included games from the GEL Lab, and from the Game Design and Development Minor. Traverse City Film Festival, July 2017. Traverse City, MI. Winn, B., **Jeffery, W.**, et. al.

**VESTA – Virtual Vineyard.** Presenter and Coordinator.

Michigan Wine and Grape Conference. Grand Traverse Resort, Acme, MI.

February 21-24, 2017.

**Jeffery, W.**, Smith, T., et al.

**CS Second Annual Michigan Film & Digital Media Office CS First Event.** Presenter and Coordinator.

February 28, 2017. Jack Breslin Event Center, East Lansing, MI.

Winn, B., **Jeffery, W.**, et. al.

**MSU Game Design Studio Projects.** Coordinator.

DemoCamp Lansing. Lansing Public Media Center, Lansing, MI. December 15, 2016.

Winn, B., **Jeffery, W.**, et al. (2016, December).

**Pure Michigan Game Exhibition.** Coordinator.

Included collection of 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.**, et. al.

**The Woz: New Media and Interactive Gallery.** Coordinator and Co-Director.

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.** (coordinator, co-director), et. al.

**CS First Annual Michigan Film & Digital Media Office CS First Event.** Coordinator.

January 28, 2016. Jack Breslin Event Center, East Lansing, MI.

Winn, B., **Jeffery, W.**, et. al.

**The Woz: New Media and Interactive Gallery.** Coordinator and Co-Director.

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.

Winn, B., **Jeffery, W.**, et. al.

**Game Design and Development at Michigan State University for Teen Game Lab.** Presenter.

Online webinar. April 8, 2015.

**Jeffery, W.**

**Oculus Rift Technology Demo.** Coordinator.

Presidents Reception. Cowles House. East Lansing, MI. November 8, 2014.

Winn, B., **Jeffery, W.**, et. al.

**Oculus Rift Technology Demo.** Coordinator.

Capital Campaign Open House. Comm Arts. East Lansing, MI. November 2014.

Winn, B., **Jeffery, W.**, et. al.

**Oculus Rift Technology Demo.** Coordinator.

Capital Campaign Open House. Broad Museum. East Lansing, MI. October 24, 2014.

Winn, B., **Jeffery, W.**, et. al.

**Next: Interactive Gallery.** Coordinator.

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.

Winn, B., **Jeffery, W.**, et. al.

## OTHER PRESENTATIONS

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

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

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

## EDITOR / REVIEWER / JUDGE

**Meaningful Play 2016.** Program Committee and Game Judge.  
Meaningful Play 2016, East Lansing, MI. October 2016.

**GameDev @ MSU Annual Student Showcase.** Game Judge 2015-present (annual).  
East Lansing, MI. May 2015-2018

**Meaningful Play 2014.** Program Committee and Game Judge.  
East Lansing, MI. October 2014.

## PROFESSIONAL ACTIVITIES

**Faculty Advisor.** Fall 2015-2018  
SpartaSoft Student Game Developers Student Organization  
Michigan State University