PERSONAL INFORMATION

Lauren Stacey Ferro

BIOGRAPHY

Lauren has a strong knowledge and understanding about how users interact with many kinds of systems. At present, her PhD focused on understanding human behaviour via human factors to improve user's awareness of cybersecurity issues. Previously, her first PhD focused on player profiling and modelling with the intention to improve users' experiences based on how their preferences of game components (e.g. point and reward systems, narrative, etc.) could be used to design more personalised game interactions. For her honours research, Lauren explored how to create a targeted interactive experience for high school students to learn the basics of trigonometry. Lastly, her bachelor's degree focused on developing a foundation centred on user experience and interaction in both a practical and technical aspect. From all this, Lauren has a strong practical background in computer science and human computer interaction. Having already completed a PhD, she is an extremely competent researcher, understands what is involved, contains a multidisciplinary background that not only gives her another way of thinking from other research and cultural perspectives but also an array of interaction, technical, and design-based skills that can be used to realise a project from start to finish. Lauren is driven and possesses strong leadership skills that have been developed through the roles that the has taken within her work, which coupled with her experience and skill set, makes her an essential asset of a research team. Lastly, she has the competence to work efficiently and effectively in an autonomous way.

EDUCATION

Doctor of Philosophy (Engineering and Information Systems)
Dipartimento di Ingegneria Informatica Automatica e Gestionale (DIAG) Antonio Ruberti
Sapienza University of Rome

"Mastering Human Factors in Cybersecurity"

This research project investigates how we use Human Factors to improve areas of cybersecurity.

This research is also exploring areas of:
- Natural Language Processing
- Threat Modelling techniques (e.g. STRIDE)
- Artificial Intelligence and Machine Learning techniques applied to cybersescurity

Doctor of Philosophy (Media and Communication)
Royal Melbourne Institute of Technology (Australia)

"Projekt.ID: investigating how game elements and mechanics can be aligned to players preferences"

This project investigated the relationship between a player's preferences for game design elements and mechanics and how this information could be used during the design of personalised game experiences and during gameplay (e.g. adaptive systems).

During the doctoral degree, I developed and acquired skills to complete my research:
- Critical analysis and review of existing literature surrounding player typologies, modelling, and profiling.
- Methodological and practical expertise, cognitive tools, and knowledge of professional and ethical responsibilities.
- Survey design and development.
- Participant recruitment.
- Extensive knowledge of statistical analysis:
    - Stepwise linear regression
    - Exploratory Factor Analysis
    - Bivariate correlation
    - Cronbach alpha
- Workshop development.
- Application development (development of a recommendation tool).

Resulting in:
- Contributing novel research to the field of player typology, profiling, and modelling research within the context of HCI and psychology.
- A framework titled the "Game Element and Mechanic (GEM) Framework for the design of personalized game experiences that can be abstracted to inform the development of adaptive systems.
- Develop a strong background in relevant statistical analysis and software (SPSS and FACTOR).
- Perform analysis, interpretation, and evaluation of data using statistical analysis techniques.

Thesis download link: https://researchbank.rmit.edu.au/view/rmit:162190

Bachelor of Media and Communication (Honours)
Royal Melbourne Institute of Technology (Australia)

"The Intrepid Adventures of Mr Thagoras: Game elements and educational material in video games"

This project investigated how elements of video games can be incorporated into a video game that helps motivate players to learn and understand the basics of Trigonometry.

During the honour's degree, I developed and acquired skills to complete my research:
- Critical analysis and review of existing literature surrounding cognitive learning, interactive mathematical applications and games, and learning techniques.
- Application development (development of 2D game).

Resulting in:
- The development of an interactive game teaching the basics of Trigonometry (Sine, Cosine, and Tangent ratios).

Please Note: *In Australia, **it is possible** to avoid completing a master's program before starting a doctoral program. This is only the case if you undertake a year of honours after your completed Bachelors degree and score Honours 1st Class or Honours Upper 2nd Class 2A (H2A). I have achieved a H2A and therefore was awarded entry into the doctoral program.*

2009 - 2011

Bachelor of Arts: Games Graphic Design *(program now known as Bachelor of Design: Games)*
Royal Melbourne Institute of Technology (Australia)

During the bachelor's degree, I developed and acquired the following skills:
- Critical analysis and understanding of group collaborations and leadership within small teams to achieve a common objective.
- Solid understanding of (social) psychological structures of human behaviour.
- Understanding of programming languages (C, C#, Javascript, Java, WebGL 2.0, X3D, VRML).
- The use and workflow processes of interactive design.
- Graphic design knowledge relating to 2D and 3D concept design (Characters, environments, environmental assets, character assets).
- Deep understanding on the use, creation, and development of sound design within interactive experiences.

The following skills resulted in the following:

"Lucia"
This was the major final (third year project) project that consisted of a team (6 people) designing and developing a 3D PC game. This game was built using the Unreal Development Kit (UDK).
This game told the story of a young girl named Lucia who wakes up in her house and her family is missing. She learns that various objects in the house and outside environment have become "alive". She finds out that she must use light (e.g. flashlight) to morph these objects in order to complete puzzles.

My role within this group consisted of the following:
- **Project Leader:** where I was in charge of coordinating the project and managing team in terms of meeting milestones.
- **Lead environmental artist and designer**: where I was responsible to create all the environmental art, assets, textures, materials, special effects, as well as technical aspects that involved implementing these assets within the game.

"Submerged"
This was the major final (second year project) project for the sound design course. It consisted of a team (4 people) designing and developing a complete auditory experience (i.e. no visual graphics). The premise of the experience was that the user must navigate through a level entirely based on sound cues. The level itself was a sinking ship with various sounds effects (e.g. explosions, screaming passengers, water, boat noises, etc.).

My role within this group consisted of the following:
- **Environmental sound designer:** where I oversaw the coordination of the environmental sounds.

"Refracted"
This was the major final (first year project) project for the maths and physics course. It was a solo project where the player must solve puzzles using properties of light and materials physics (i.e. index of refraction).

This resulted in the following outcomes:
- The development of a physical game where players used various cards (which represented the values of materials) in order to complete puzzles.

WORK EXPERIENCE

2019 **CAiSE Conference**
Organizing Support Team

Throughout the conference, I have been responsible for:
- Concept and design of the program booklet and related graphic material (Adobe Illustrator/InDesign/Microsoft PowerPoint)
- Event Registration: where I assisted in registering participants as they arrived.
- Day-to-day organisation (directing participants to the right room, addressing questions, ensuring presenters had the necessary equipment, etc.)

Booklet: https://www.caise19.it/wp-content/uploads/2019/06/CaiseBooklet_v31.pdf

2019 **Student Supervision**
Supervisor

I was responsible for assisting a masters student to realising their masters project.
During this role, I have been responsible for:
- Guidance and support during various stages of research
- Mentor in the development of their final project (using the Unreal Engine)
- Support for the analysis of statistical results

2019 **Masters Graduation Comission** *"Commissioni di laurea Magistrali"*
Commission Member

I was responsible for observing students final master projects in the Faculty of Architecture at Sapienza University of Rome, in collaborating with other commission members towards delivering the students final marks.

Commission 1# 23rd January
Commission 2# 29th May

2018 - Present **Interaction Design and Multimedia Course of Masters Students**
Adjunct Professor

I am responsible for delivering a 12-week course to master students about the design and development of interactive experiences in the Faculty of Architecture at Sapienza University of Rome.
During this course I have been responsible for:
- Development of a 12-week course that uses the Unreal Engine
- Creating online tutorials based on class material (see below).
- Assisting students during additional support classes prior the exam.
- Examination of students' final projects.

Recording of lecture materials for weeks 4 - 8:
https://www.youtube.com/playlist?list=PL414kO7FRQETWs94HJBmmMA7RgZMTx0t-

2018 - Present **NOT A writtEn word (NOTAE)**
Graphic, UI, and UX Designer

I am responsible for designing the UI and UX of a database system that stores graphic systems for researchers to access.

In this project, I have been responsible for:
- Concept and design of the UI (Adobe Illustrator/Photoshop)
- Design of the logo

http://www.notae-project.eu/

2018 - Present   **Epic Games (Unreal Engine)**
Meetup Co-Organizer

I am responsible for organizing the official Rome chapter of the Epic Games Unreal Engine meetup in Rome (70+ participants). As a co-organizer of this event, I am responsible for:
- Creation of marketing and advertising material
- Collaboration and communication between group participants, speakers, and industry professionals
- Organization of the meetups

2015 - 2017   **Victoria Police and RMIT University**
Consultant and Project coordinator

This project titled "Delta Core" consisted of developing an interactive application (prototype) for fingerprint analysis for use within training programs as well as a day-to-day analysis of real case fingerprints.
In this project, I was responsible for:
- Concept and design of the prototype
- Digital design and implementation (of assets) in Unity 3D
- User Interface design (Adobe Illustrator/Photoshop)
- Coding functionality (Unity Game Engine)
- Project and team management

2016   **Sapienza University of Rome**
Gamification consultant, game and UI designer

I consulted on a doctoral project titled "GEA 2: A New Earth" to teach high school students physics related concepts.
I was responsible for the design and creation of:
- Gamified components (points, badge systems)
- Level design (Unity 3D)
- Creation, texturing, and implementation of (3D) Game assets (Autodesk Maya)
- User Interface design and implementation (Adobe Illustrator/Photoshop).

Darby School of Languages (Italy)
English teacher (conversing in English/Italian)

PET, Trinity (2-4), Cambridge IGCSE (Intermediate), Cambridge Movers
I developed the following for one semester:
- Lesson plans (for over 9 classes in 7 schools)
- Class content (including presentations)
- Assessments

These English classes prepared students (ages 10 – 16 years old) for various English exams (all with 100% pass). The Lesson content varied across schools depending on their age, final English exam, and school (scientific, arts, primary).

At the following institutions:
- *Istituto Di Istruzione Superiore via Salvini*
- *Istituto Comprensivo Statale Carlo Alberto dalla Chiesa*
- *Scuola Media Lupo Alberto*
- *Istituzionale del Liceo Artistico Statale "Caravaggio"*
- *Scuola Elementare Geronimo Stilton*
- *Scuola Media Statale Arturo Toscanini*
- *Istituto Comprensivo Nando Martellin*i

2015 – 2016   **School of Design and Social Context (RMIT University) and**
School of Media and Communication (RMIT University)
Web Designer

This work consisted of developing a new website based on a brief to communicate new and previous information.
My duties consisted of the following:
- Creation of a prototype website for the school's new webpage
- Creating custom CSS
- Social media management and marketing

- Logos creation
- Visual Content and Images (including photography)
- Transfering of content from the previous website to the new one

2015 - Present   **Packt Publishing**
Technical Reviewer

As a reviewer of Packt Publishing, I use my knowledge and understanding of various areas in interaction design and game development to review publications prior to print.
Reviewing publications consists of:
- Testing code
- Proofreading
- Analysis of content (e.g. provide more suitable ways (if possible) to approach the concepts that are illustrated in the book)
- Providing timely and detailed feedback to authors prior to print and online availability (e.g. digital ebooks).

2015   **School of Media and Communication (RMIT University)**
Substitute Lecturer

I served as a replacement teacher for the undergraduate design course (part of the Bachelor of Design: Games).
In this position, I was responsible for:
- Teaching art and design related content based on the curriculum
- Guiding and providing feedback for game concept art that students created during the completion of their end of year submissions
- Informal assessment and evaluation of students work prior to final submission

School of Media and Communication (RMIT University)
Research Assistant
During this position, I consulted (on behalf of RMIT University) with UnitingCare (Goulburn North East) Australia to design, develop, and deliver a two-day game jam. The aim of this game jam was to teach children from rural communities of Victoria (Wangaratta) about game design, visual scripting, and content creation Scratch (MIT) https://scratch.mit.edu/ and Adobe Photoshop.
To fulfil the requirements of this role and complete the necessary tasks I was responsible for the following:
- The design of a 5-week game design course and online forum for children to begin learning the necessary skills for creating games in Scratch. Each week consisted of tutorials, information, activities, and resources that were related to each part of the game design process (concept, asset/environment creation, implementation, testing, iterating, as well as using Scratch).
- Created a game design manual for using Scratch.
- Provide introductory tutorials and offer support for the use of Adobe Photoshop.
- Organise and ran the two-day game jam in Wangaratta.
- Provided technical support during the game jam to participants.
- Developed all graphic/marketing and website content for the event.

School of Media and Communication (RMIT University)
Web Designer

This work consisted of developing a new website based on a brief to communicate new and previous information.
My duties consisted of the following:
- Creation of the mockups and layout of the new website for the Centre of Game Design Research.
- Creation of a prototype website for the school's new webpage.
- Creating custom CSS.
- Social media management and marketing.
- Logos creation.
- Visual Content and Images (including photography).

www.gamedesignresearch.net

2013 - 2014   **College of Design and Social Context (RMIT University)**
Pro Vice Chancellor Research Assistant

Designed and implemented interactive gamified approaches for personal and professional development.
- Working alongside current employees to develop an early prototype application.
- Organized and ran focus groups, brainstorming sessions.
- Organized user testing.
- Evaluated the final application.

In addition, I was responsible for:
- Development of a gamified program.
- Scripting (in Java) parts of the application in Unity 3D.
- Creation of graphic content (Adobe Illustrator/Photoshop).
- Creation of promotional material (Adobe After Effects).
- Providing presentations and workshops with University staff.

2014 - Present   **Player26**
CEO and Gamification Consultant

Consultation in various contexts for the design and implementation of gamified approaches. Clients and projects include: RMIT University, Australian Council for Educational Research (ACER), Melbourne University, University of Sydney, Global Speech Networks (GSN), and, Victoria Police. As part of Player26, I also run game design workshops for various companies, public and private sectors, across a range of ages/cultural demographics.

2012 - 2013   **Games and Experimental Entertainment Laboratory (GEELab) (RMIT University)**
Coordinator

Management of the office, organising laboratory events, day-to-day duties such as answering phones, making appointments, social media manager, and the development of multimedia (video, audio, graphic) for marketing purposes.

I also spent time abroad (one month) in the Europe located Games and Experimental Entrainment Laboratory in Karlsruhe, Germany.

2012 - 2017   **Australian Council for Educational Research (ACER)**
Gamification consultant and game designer

Working with ACER in conjunction with colleagues from the University of Melbourne and the University of Technology Sydney, I have been developing a project that takes multi-mini interview assessments that are undertaken by students intending to enter medical degrees and transforms them into an interactive experience. The aim of this project is to identify different behavioural patterns of potential medical students to predetermine the likelihood of ethical or unethical behaviour.

2012   **Games for Change Australia and New Zealand**
Event Coordinator (2012)

- Assisting in the organization of the event as well as day-to-day assistance during the event.
- Responsible for audio/visual event content (recording, editing and distribution)
- Graphic and print design (promotional material, website, clothing design).
- Freelance photographer and video recorder

2007 - 2009   **26th Parallel Pty Ltd**
Supervisor

Supervised and taught trainees completing their certificate in printing and graphics arts (Desktop Publishing and Graphic Design). In addition to this I also managed the office daily ensuring that it ran efficiently. Other tasks include managing phone calls, ordering equipment, and organising and promoting public events relating to the company.

PUBLICATION REVIEWER

2019	International Conference on Business Information Systems (BIS) International Conference on Green, Pervasive and Cloud Computing (GPC)
2018	Australasian Computer Science Week (ACSW) CHI PLAY International Conference on Advanced Visual Interfaces (AVI) 2018
2017	Foundations of Digital Games (FDG) Australasian Computer Science Week (ACSW)
2016 – Present	Digital Games Research Association (DiGRA)
2016	Joint Conference Digital Games Research Association (DiGRA) and Foundations of Digital Games (FDG) Australasian Computer Science Week (ACSW) Joint Conference on Serious Games (JCSG)
2015 - Present	Elsevier Entertainment Computing
2015	SAGE Digital Games Research Association (DiGRA)
2014	CHI PLAY DiGRA Australia Symposium (DiGRAA) International Conference on Entertainment Computing (ICEC) Meaningful Play
2013 - Present	Interactive Entertainment (IE)
2013	Gamification 2013 (Waterloo)

TECHNICAL EDUCATION

2009   **iPhone/iPod Touch Game Development Short Course**
Royal Melbourne Institute of Technology (Australia)

This intensive week course demonstrated how to create an application/game for use on an iPhone/iPod Touch.

During this short course, I developed and acquired skills that consisted of:
- Understanding the developmental process for creating iOS software for various mobile devices.
- Application development (development of 2D game)

Resulting in:
- The development of a game titled "Racoonz" where the aim was to launch a racoon out of a canon and obtain the longest distance

2008 - 2009   **Certificate IV Printing and Graphic Arts (Multimedia)**
26th Parallel Pty Ltd (Australia)

During the certificate degree, I developed and acquired the following skills:
- Supervision and training of trainees within the area of printing and graphics arts.
- Development of graphics, documents, and logos for clients.
- Collaboration with local police department to develop resources for the local community regarding practicing safe behaviour.

- Photography and photo editing,
- Development of multimedia and interactive training manuals for new trainees.
- Copyediting and proofreading.
- Daily office tasks such as managing phone calls, booking appointments, organizing trainees and their programs.

2007 - 2008	**Certificate II Printing and Graphic Arts (Desktop Publishing)**

26th Parallel Pty Ltd (Australia)

During the certificate degree, I developed and acquired the following skills:
- Supervision and training of trainees within the area of printing and graphics art with the focus on print and digital text-based material (e.g. eBooks, advertisements, flyers, etc.).
- Development of graphics, documents, and logos for clients.
- Photography and photo editing,
- Collaboration with local police department to develop resources for the local community regarding practicing safe behaviour.
- Copyediting and proofreading.
- Daily office tasks such as managing phone calls, booking appointments, organizing trainees and their programs.

2003 - 2008	**Victorian Certificate of Education (VCE)**

Mentone Girls Secondary College
During the final two (VCE) years of highschool, I specialized in the following subjects:
- Physics
- Mathematics
- Information Technology
- Psychology
- English
- Biology

PERSONAL SKILLS

Mother tongue(s)	English

Communication skills	- Good communication and team management skills gained from managing employees and teams from a range of different backgrounds, locations and time zones, in addition to years of experience working with people of various ages, demographics, and cultural backgrounds. - Experience in presentations (guest panellist, conferences, and lectures) in both digital and physical locations with varying numbers of audience members. - Ability to work with large and small groups, across different levels of management, and experience, as well as time-zones.

Organisational / managerial skills	**Leadership:** as a result of supervising trainees for a number of years, coordinating a game design research lab, and running my own consulting business. **Organisation:** from running events, managing clients, deadlines and various workloads and projects across different time-zones. **Efficiency:** able to prioritise tasks, lead a project to completion, as well as dealing with various managerial levels and departments. Able to plan for and meet deadlines successfully.

Job-related skills	- Ability to use various technologies, and Medias (digital/physical) to find ways to solve problems. - Able to adapt to any changes in circumstances and environments easily. This has

been learnt from working in a wide range of different environments with many kinds of demographics.
- Open-minded and willing to try/experience new tasks, environments, situations.
- Efficient with managing many tasks and projects simultaneously (and within different time zones around the world).
- Competent in task and project management.
- Able to work autonomously, with groups, and alone.
- Prepared to work beyond the necessary requirements to achieve the best outcome for any project or aspect of the job's requirement.

Digital competence

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Proficient user	Proficient user	Proficient user

Levels: Basic user - Independent user - Proficient user

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- Knowledge and experience of game engines (Unity, Unreal, Scratch).
- Knowledge and experience in social media platforms (Twitter, Facebook, Tumblr, LinkedIn) for content distribution, engagement and marketing based on my own personal marketing and that of companies and clients.
- Extensive experience with a range of software including (Adobe Creative Media Suite, Microsoft Office), operating systems (Windows, MacOSX, Linux, iOS, Android) from years of creating documents, and working with different clients and colleagues.
- Experience with audio and visual communication (video recording/editing, audio recording/editing, photography, and multimedia) from various events such as Games for Change Australia and New Zealand 2012.
- Experienced with photo editing software gained as a freelance event photographer.
- Experienced with website creation and content creation and management.

Publications

2019   Ferro, L. S., Marrella, A., Veneruso, S, V., Catarci, T. (2019) Creating interactive learning experience for cybersecurity related issues *[ACCEPTED PAPER]*

Ferro, L. S. (2019). *The Human Factor in Cybersecurity [ACCEPTED PAPER]*

Ferro, L. S. (2019). *Keep your attackers close but your users closer [ACCEPTED PAPER]*

Ferro, L. S. (2019). *Unreal Engine Blueprints Visual Scripting Projects*. Packt Publishing.

Marrella, A., Ferro, L. S., & Catarci, T. (2019). An Approach to Identifying What Has Gone Wrong in a User Interaction. In D. Lamas, F. Loizides, L. Nacke, H. Petrie, M. Winckler, & P. Zaphiris (Eds.), *Human-Computer Interaction – INTERACT 2019* (pp. 361–370). Springer International Publishing.

Desolda, G., Di Nocera., Ferro, L., Lanzilotti, R., Maggi, P., Marrella, A. (2019) Alerting Users about Phishing Attacks *[ACCEPTED PAPER]*

2018   Ferro, L. S., & Marrella, A. (2018). VERTO: A Visual Notation for Declarative Process Models. In *Proceedings of the 2018 International Conference on Advanced Visual Interfaces* (pp. 62:1–62:3). New York, NY, USA: ACM. https://doi.org/10.1145/3206505.3206594

Ferro, L. S. (2018). An analysis of players' personality type and preferences for game elements and mechanics. *Entertainment Computing,* 27, 73–81.

Ferro, L. S, Sapio, F. (2018). *2D Game Development with Unity 2017*. Packt Publishing.

2016   Ferro, L. S (Thesis dissertation) (2016) *Projekt. ID: Investigating How Game Elements and*

Mechanics Can Be Aligned to Players Preferences.
https://tinyurl.com/projektID

Ferro, L. S. (2016). *Gamification with Unity 5.X.* Packt Publishing.

Terracina, A., Fabiani, F., Ferro, L. S., Litardi, D., Sapio, F., Zendri, G., & Mecella, M. (2016). Conquering an Exo-planet Through the use of a Virtual Role Playing Game Assisted by an Emotionally Intelligent Pedagogical Agent. *In European Conference on Games Based Learning* (p. 666). Academic Conferences International Limited. Retrieved from http://search.proquest.com/openview/8a1755d985b35455e461dab09a435faf/1?pq-origsite=gscholar&cbl=396495

Bean, A. M., Ferro, L. S., Vissoci, J. R. N., Rivero, T., & Groth-Marnat, G. (2016). *The emerging adolescent World of Warcraft video gamer: A five factor exploratory profile model.* Entertainment Computing, 17, 45 – 54. http://doi.org/http://dx.doi.org/10.1016/j.entcom.2016.08.006

Bean, A. M. & Ferro, L. S (In Press). *Predictors of video game console aggression.* Argentinean Journal of Behavioral Sciences.

Interviewed and cited in:
Smith, N. K. (2016, October 18). Can playing games help you get a job and save more? BBC News. Retrieved from https://www.bbc.co.uk/news/business-37676808

2015   Bean, A. M., Ferro, L.S., Vissoci, J. R. N., & Rivero, T. (In Press)*. The persona of the video gamer: A five factor model.*

Ferro, Lauren S., MacKinnon, Philip;, Elliot, David., Poronnik, Philip. *Development of interactive online scenario testing*, International Student Selection in the Health Professions Conference (SSHPC)

2014   Ferro L S., Walz, S. P., Greuter, S: *Gamicards – an alternative method for paper-prototyping the design of gamified systems.* Long paper for the 2014 Interactive Conference on Entertainment Computing.

2013   Ferro L S., Walz, S. P., Greuter, S: *Towards personalised, gamified systems: an investigation into game design, personality and player typologies.* Long paper for the 2013 Interactive Entertainment conference.

Ferro L S., Walz, S. P.: *Like this: How game elements in social media and collaboration are changing the flow of information.* Short paper for the "Designing Gamification: Creating Gameful and Playful Experiences" workshop at CHI 2013.

Projects

2015 - 2017   **Delta Core**
An Interactive application for fingerprint analysis.

2015   **GEA2: A New Earth**
3D interactive learning environment to teach high school students' basic concepts of physics.

2014 - present   **GamiApp**
A game design tool that creates a digital version of Gamicards for users to design game experiences based on the GEM Framework.

2014	**Gamicards**
	Game design resource for creating user-centred games and gamified applications
	ANI
	Game recommendation system based on the GEM Framework (see Projekt.ID)
2012 - 2017	**Interactive Online Scenario Testing**
	Development of a digital interactive version of the multiple mini-interview where medical students interact and provide solutions to various medical related issues.
2013 - 2014	**GEEcast**
	Interviews with international and local experts in the areas of games and digital technology.
2012	**The Intrepid Adventures of Mr. Thagoras**
	A 2D platformer game developed as part of my Honours research that taught high school students the basics of trigonometry.

Presentations

2019	**University of Sapienza**
	Human Factors and Cybersecurity
	Presented my current work in the area of human factors and cybersecurity and why it is a contemporary and important topic.
	University of Sapienza
	Player types and Game design
	Discussed the importance player-centred game and how to consider the player during design process, to create a more personalised, customisable and adaptive experience.
2018	**University of Sapienza**
	Player types and Game design
	Presented my research and the importance of understanding the player during the game design process, and how to design player centred, personalized, and adaptive game design.
2017	**Gamification Geek**
	Halls of Heroes Podcast #1
	Interview based on my work and knowledge of using gamification and player centred design to create meaningful and personalized interactive experiences
	http://www.gamificationgeek.com/podcast/2017/3/23/lauren-s-ferro-hall-of-heroes-podcast-1
2016	**University of Bath (UK)**
	Presented my research and the importance of understanding the player during the game design process.
2014	**Gamifi-ED**
	Discussed the importance of games in education and how they can facilitate curriculum content. I was also part of a panel that discussed the same topic.
	National Science Week Australia
	Gave a presentation discussing the role of games in an educational environment
	International Conference on Entertainment Computing
	Presented a paper about a game design prototyping tool that I created titled "Gamicards."
2013	**The 9th Australasian Conference on Interactive Entertainment Computing**
	Presented a paper about the potential of aligning player and personality types with game elements and mechanics to create more tailored/personalized experiences.

Computer and Human Interaction (CHI) conference
Presented a paper about the relationship between how users of online social networking services distribution and influence the flow of information.

Workshops

2015   ***City of Melbourne***
Your Boring Life Gamified
Game design workshops as part of the annual Melbourne Knowledge Week, Melbourne, Australia.

2014   ***4Dverse***
National Science Week
Discussing the design of use centred games and how they can be applied to education for STEM learning. Melbourne, Australia

City of Melbourne
PERSONAlised
Game design workshops as part of the annual Melbourne Knowledge Week, Melbourne, Australia

Honours and awards

2018   Arrived first out of all the candidates who applied during the 34th cycle of PhD applications at Sapienza University of Rome.

2012   Golden Key International Honor Society for high-achieving students in the top 15% of their studies

2008   Australian Vocational Student Prize for national Australian recognition of outstanding vocational achievement and excellence in secondary education.