

Magy Seif El-Nasr

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Education

Ph.D.	Northwestern University <i>ELE – Expressive Lighting Engine for Automating Lighting Design for Interactive Narrative</i> Prof. Ian Horswill, advisor	Computer Science, 2003
M.Sc.	Texas A&M University <i>Modeling Emotion Dynamics in Intelligent Agents</i> Prof. John Yen, advisor	Computer Science, 1998
B.Sc.	American University in Cairo <i>BSD-based virtual file system</i> Prof. Amr El-Kadi, advisor	Computer Science, 1995

Professional Experience

- **Northeastern University – Boston, MA**
Computer and Information Sciences
College of Media Arts and Design
Associate Professor (August 2011 – now)
- **Simon Fraser University – Vancouver, BC**
School of Interactive Arts and Technology
Assistant Professor (July 2007 – August 2011)
- **Institute of Creative Technologies, University of Southern California – Los Angeles, CA**
Visiting Professor (June 2008 – August 2009)
- **University of Technology Sydney – Sydney, Australia**
Visiting Professor (December 2009 – January 2010)
- **Pennsylvania State University – State College, PA**
College of Information Sciences and Technology
Assistant Professor (July 2003 – August 2007)
- **Northwestern University – Evanston, IL**

Computer Science

Lecturer (May 2002- July 2003)

- **Texas A&M University – College Station, TX**
Computer Science
Assistant Lecturer (May 1998 - August 1998)
Assistant Lecturer (May 1999 - August 1999)

Professional Activities

- **On Advisory Board:**
 - Games User Research SIG (2009 – now)
 - Pittsburgh Art Institute, Game Design Major (2006)
- **Faculty Advisor on Nokia Game/Mobile Social Network Project:** leading a team of 3 game developers within MDM (Summer 2008)
- **Consultant on Game Design:** working with RedHill studios as a consultant/advisor reviewing game design documents for new game design mechanics to teach k1-k12 biology curriculum (2003).
- **Tomorrow's Master's of Digital Media:** lead Instructor and Organizer of the program. Summer program for high school students funded by EA (\$100,000) (July 2008).
- **On the team for Curriculum Committee:** IGDA (International Game Developers Association), Education SIG (2006-On)
- **Curriculum Program Review:**
 - The Art Institute of Vancouver's Bachelor of Science in Game Programming, 2011
- **Special Theme Editor:** Journal of Game Development, Issue in Press (2006)
- **Advisor:** the *gaming for girls* program at College of Information Sciences and Technology, Penn State University. An initiative to stimulate high school and middle school girls' interest in technology and Computer Science, Games, or IT-based careers (2005-On)
- **Journals:**
 - **Managing Editor**, International Journal on Art and Technology (IJART) (2009-on)
 - **Associate Editor**, IEEE Transactions on Computational Intelligence and AI in Games (2009-on)
 - **On Editorial Board of ACM Computers in Entertainment** (2003-on)
 - **On Editorial Board of International Journal on Intelligent Games and Simulation** (2003-on)
 - **On Editorial Board of International Journal of Arts and Technology** (2007-2009)
 - **On Editorial Board of Journal of Game Development** (2006-2008)
- **Conferences:**
 - **Chair:** Foundations of Digital Games (2012)
 - **Co-Chair:** International Conference on Entertainment Computing (2011)
 - **Summit Co-Chair:** Games User Research Summit (2011)

- **On advisory board:** AIIDE (Artificial Intelligence for Interactive Digital Entertainment) (2010, 2011)
- **AI-Track Program Chair:** Foundations of Digital Games (2010)
- **Program Chair:** Advanced Computer Entertainment (2009)
- **Finance Chair:** Microsoft Game Education Cruise (2008-2009)
- **Chair:** DIS Workshop *On the Process of Game Design* (2006)
- **On Organizing Committee:** International Conference on Multimodal Interaction (2004)
- **Co-Chair:** AAAI Spring Symposium 2002 on Artificial Intelligence and Interactive Entertainment (2002)
- **Area Chair:** Graphics Interface (2011)
- **On advisory committee:** AAAI Symposium on Interactive Narrative (2008)
- **Program Committee of:**
 - Affective Computing and Intelligent Interaction (2011)
 - IEEE Conference on Computational Intelligence and Games (2011)
 - AIIDE (2011)
 - IVA (2011)
 - Visual Information Communication (2011)
 - IEEE Conference on Computational Intelligence and Games (2010)
 - Affective Computing and Intelligent Interaction (2009)
 - Interactive Storytelling (2008)
 - Interactive Entertainment (2008)
 - Symposium in Interactive 3D Graphics and Games (2008)
 - AAMAS (Autonomous Agents and Multi-Agent Systems) Track on Virtual Agents (2008)
 - AAAI Symposium on Interactive Narrative Technologies (2007)
 - FuturePlay (2006, 2007, 2008)
 - Fifth International Conference on Intelligent Multimedia and Ambient Intelligence (IMAI) (2007)
 - 2nd Workshop on Narrative Learning Environments (NLE) (2007)
 - Artificial Intelligence and Interactive Digital Entertainment (AIIDE) (2006, 2007, 2008)
 - Affective Computing and Intelligent Interaction Conference (ACII) (2007)
 - I3D (Symposium on Interactive 3D Graphics and Games) (2006, 2007)
 - WEBIST (3rd International Conference on Web Information Systems and Technologies) (2006)
 - DIME (1st International Conference on Digital Interactive Media Entertainment & Arts) (2006)
 - Eye Tracking Research and Application Symposium (2006)
 - AIIDE (Artificial Intelligence for Interactive Digital Entertainment) (2005, 2006)
 - ESM (European Simulation and Modeling Conference) (2006, 2007)
 - IE (Australian Workshop on Interactive Entertainment) (2005, 2006)
 - AAAI Workshop on Modular Construction of Human-Like Intelligence (2005)

- Second International Conference on Virtual Storytelling (2003)
- **Reviewing Committee:**
 - Computer Human Interaction (CHI) (2010, 2011)
 - Computer Supported Cooperative Work CSCW (2011)
 - The World Multiconference on Systemics, Cybernetics, and Informatics (2003, 2002, 2001)
 - ACM JERIC (Journal on Educational Resources in Computing) (2006)
 - WEBIST International Conference on Web Information Systems and Technologies (2007)
 - IJCAI International Joint Conference on Artificial Intelligence (2007)
 - Interacting with Computers (2006)
 - IEEE Virtual Reality (2007)
- **Communication Officer:** Graduate student Council, Texas A&M University (1997-1999)
- **President:** Computer Science Graduate Student Association, Texas A&M University (1997-1998)
- **Communication Officer:** AWICS (Aggie Women in Computer Science) (1996-1998)
- **Organizations:**
 - American Association of Artificial Intelligence (AAAI)
 - International Game Developers Association (IGDA), Education SIG
 - Institute of Electrical and Electronics Engineers (IEEE)
 - International Society of Research on Emotions (ISRE)
 - Association for Computing Machinery (ACM)
 - SIGCHI (Special Interest Group on Computer Human Interaction)
 - SIGGRAPH (Special Interest Group on Graphics)

Honors and Awards

- **Best Paper Award** – Second Place – “Real-Time Lighting Design for Interactive Narrative. International Conference on Virtual Storytelling,” Magy Seif El-Nasr and Ian Horswill, *International Conference on Virtual Storytelling*, 2003
- **Best Paper Award** – Best student Paper – “PETEEI: A PET with Evolving Emotional Intelligence,” Magy Seif El-Nasr, Tom Ioeger, and John Yen, *ACM Autonomous Agents*, 1999”
- **Research Excellence Award**, Computer Science Department, Texas A&M University, 1999
- **Award of Excellence**, Graduate Student Council, Texas A&M University, 1998
- **Leadership Award**, Computer Science Department, Texas A&M University, 1999

University Activities

- **School of Interactive Arts and Technology, Simon Fraser University**
 - Undergraduate Curriculum Committee (2011-on)
 - Curriculum Review Committee (2011-on)

- Undergraduate Curriculum Committee (2011-on)
- Chair Game Concentration Task Force (2010-2011)
- Graduate Program Committee (2007-2010)
- Graduate Admissions Committee (2007-2009)
- Promotion and Tenure Committee (2008-2010)
- **College of Information Sciences and Technology, Pennsylvania State University**
 - Scholarship Committee (2005-2007)
 - Software Committee (2004-2007)
 - Distinguished Lecture Series (2006-2007)
 - Outreach Committee (2005-2006)
 - Faculty Search Committee (2004-2006)
 - Curriculum Committee (2003-2004)

Courses Taught

- **School of Interactive Arts and Technology, Simon Fraser University**
 - Theory and Design of Games (IAT 842)
 - Foundations of Digital Games (IAT 312)
 - Advanced Game Design (IAT 410)
 - Writing for Design, Media, and Informatics (IAT 309)
- **College of Information Sciences and Technology, Pennsylvania State University**
 - Seminar on Game Research (IST 594)
 - The Engineering of Complex Software Systems (IST 412)
 - Distributed Object Computing (IST 411)
 - Game Design and Development (IST 446)
 - Design of Immersive Environments (Co-listed with Art and Architecture) (IST 497)
- **Computer Science Department, Northwestern University**
 - Operating Systems (CS 345)
- **Computer Science Department, Texas A&M University**
 - Operating Systems
 - Introduction to Artificial Intelligence

PhD Dissertation Supervision

- Joseph Zupko, Pennsylvania State University, College of Information Sciences and Technology
“System for Automated Interactive Lighting (SAIL)” (Graduated Spring 2009)
- David Milam, School of Interactive Arts and Technology, Simon Fraser University
Topic: user experience within virtual vs. real world environments
- Beth Elizabeth Dillon, School of Interactive Arts and Technology, Simon Fraser University
Topic: Process of Oral storytelling within First Nation Culture

- Andrea Bonnanno, School of Interactive Arts and Technology, Simon Fraser University
Topic: Adaptive Games
- Natalie Funk, School of Interactive Arts and Technology, Simon Fraser University
Topic: Interactive narrative and social games
- Maha Al-Saati, School of Interactive Arts and Technology, Simon Fraser University
Topic: Camera language for filming Architecture
- Dinara Moura, School of Interactive Arts and Technology, Simon Fraser University
Topic: visual design of video games and visual attention
- Michael Nixon, School of Interactive Arts and Technology, Simon Fraser University
Topic: believable characters
- Terry Lavender, School of Interactive Arts and Technology, Simon Fraser University
Topic: behavior change and immersive games
- Bardia Aghabeigi, School of Interactive Arts and Technology, Simon Fraser University
Topic: Social Games, Telemetry Visualization as a method for motivation

Master's of Science Supervision

- Mona Erfani, School of Interactive Arts and Technology, Simon Fraser University
“The Effect of Previous Gaming Experience on Game Play Performance” (Graduated Fall 2010)
- Wendy Foster, School of Interactive Arts and Technology, Simon Fraser University
“Modeling Girls’ Activities, Making IT Relevant: An Exploratory Approach to Promoting Technology Fluency through Non-formal Learning Design” (Graduated Summer 2010)
- Michael Nixon, School of Interactive Arts and Technology, Simon Fraser University
“Enhancing Believability: Evaluating The Application of Delsarte’s Aesthetics System to the Design of Virtual Humans” (Graduated Summer 2009)
- Priya Almedia, Electrical Engineering, Pennsylvania State University
“ Identifying low-level visual patterns that stimulate emotions and moods in movies and video games” (Graduated Summer 2005)
- Bardia Aghabeigi, School of Interactive Arts and Technology, Simon Fraser University
“Understanding and Evaluating Cooperative Video Games” (Graduated Spring 2011)
- Pooya Amini, School of Interactive Arts and Technology, Simon Fraser University
“The Effect of Avatar Realism and Location Awareness on Social presence in Location-based Games” (Graduated Spring 2011)
- Andre Gagne, School of Interactive Arts and Technology, Simon Fraser University
Topic: social psychology and multiplayer games
- Mengting Sun, School of Interactive Arts and Technology, Simon Fraser University
- Azadeh Forghani, School of Interactive Arts and Technology, Simon Fraser University

Research Support

- **Past**

1. July 2010-Dec 2010, User Interfaces, Touch-based Systems, Radiology-based interfaces
Fundors: MITACS and McKesson, **\$15,000**
2. November 2010-April 2011, Designing Social Games to Maximize Engagement and Healthy
Fundors: MITACS and Ignite Play, **\$15,000**
3. October 2009-March 2011, VERUS (Virtual Environments and Real User Studies, in Collaboration with Suzanne deCastle as PI.
Fundors: AFRL (Air Force Research Lab), US, **\$380,000; \$50,000 (my part)**.
4. July 2010-November 2010, User Experience Research, Game Usability, Biometrics.
Fundors: MITACS and Electronic Arts, **\$15,000**.
5. November 2009-April 2010, Exploring Quantitative Methods for Evaluating Sports Games
Fundors: MITACS and Electronic Arts, **\$15,000**
6. May 2008-Mary 2010, Tangible Interface for Interactive Storytelling
Fundors: SSHRC-4A, SFU, **\$10,000**.
7. March 2008-March 2009, CAT Games; PI: Steve Dipoala, collaborators: Jim Bizzochi, and Ron Wakkary
Fundors: Canada Heritage, **\$80,000, \$30,000 my part**.
8. Jan 2009-March 2009, Developing Interfaces and Designs for Playing together within Virtual Worlds
Fundors: MITACS and Bardel Entertainment, **\$30,000**.
9. Sept 2007-Sept 2009, Infrastructure building and believable Characters.
Fundors: Start-up and President's Grant, Simon Fraser University, **\$85,000**.
10. March 2006-March 2007, Support Research on Intelligent Information Interpretation, Search and Retrieval; Co-PI with David Hall, Mike McNeese, and John Yen.
Fundors: Lockheed Martin, **\$120,000**.
11. Sept 2004-Dec 2006, Support Research on Human Centric Interactivity Systems; Co-PI with David Hall, Mike McNeese, and John Yen.
Fundors: Lockheed Martin, **\$96,000**.
12. Research Grant: Spring 2005, to Create a Course Sequence in Virtual Worlds and Immersive Environments.
Fundors: Institute of the Arts and Humanities, Penn State University, **\$4,700**.
13. Sept 2004-Sept 2005, to support research on Intelligent Information Interpretation, Search, and Retrieval; Co-PI with David Hall, E. Rothhoff, and Fred Fonseca.
Fundors: Lockheed Martin, **\$202,000**.
14. Sept 2003-Sept 2006, Infrastructure building and believable Characters.
Fundors: Start-up, Penn State University, **\$60,000**.
15. Sept 2002-August 2003, Mirage Project.
Fundors: Center for Interdisciplinary Research in Arts, Northwestern University, **\$5,000**.

- **Current**

1. April 1, 2011-April 1, 2012, Adaptive 3D environments
Funders: NSERC – RTI, **\$54,045**
2. March 2011-September 2011, A Temporal-Narrative Engine for Personalized Photo-Based Storytelling
Funders: NSERC – Engage, **\$24,850**
3. January 2011-July 2011, Using Visualization to Enhance A Game Designed for Health
Funders: NSERC – Engage, **\$20,744**
4. January 2010-2015, Visualization and Evaluation of Virtual Worlds and Games
Funders: GRAND-NCE total of \$23Million, **\$275,000** (my part; a Network Investigator in a Network of Excellence made up of 32 Network Investigators Nationwide)
5. October 2009-October 2011, Meaning of Motion; co-PI with Lyn Bartrym and Thecla Schiphorst
Funders: Canada Council and NSERC, **\$470,000 (NSERC part); \$240,000 (my part).**
6. March 2008-March 2012, Automatic Systems for Visual Design of Interactive Entertainment.
Funders: NSERC Discovery, **\$85,000.**
7. March 2009-March 2011, Digital video illumination, collaborator with Robert Gardiner as PI.
Funders: SSHRC, **\$203,000.00, \$15,000 (my part).**

Publications

Refereed Journal Articles (*Published/Accepted*)

1. Gagne, A. and **Seif El-Nasr, M.** (submitted). Analysis of Telemetry Data from a Real Time Strategy Game: A Case Study. *ACM Computers in Entertainment*.
2. Moura, D. and **Seif El-Nasr, M.** (accepted). A Pattern Language to Aid Navigation with 3D Video Games. *ACM Computers in Entertainment*.
3. **Seif El-Nasr, M.**, Milam, D., Zammitto, V., and Maygoli, T. (accepted). Experiencing Interactive Narrative: a Qualitative Analysis of Façade. *The International Journal of Human Computer Studies*. *Published Impact Factor: 2.38.*
4. **Seif El-Nasr, M.** and Maygoli, T. (2010, in press). Understanding the Underlying Patterns: Teaching Scientific Thinking through Building Games. *The International Journal of Science in Society*, Vol. 2, No. 1, pp. 17-28.
5. **Seif El-Nasr, M., Vasilakos, A., Rao, C., Zupko, J.** (2009). Dynamic Intelligent Lighting for Directing Visual Attention in Interactive 3D Scenes, *IEEE Transactions on Computational Intelligence and AI in Games*, Vol. 1, No. 2, pp. 145 – 153.
6. **Seif El-Nasr, M.** and Vasilakos, T. (2009). Ambient Intelligence on the Dance Floor. *In International Journal of Cognitive Informatics and Natural Intelligence (IJCiNi) Special Issue on Ambient Intelligence and Arts*, Vol. 3, No. 2, pp. 1-17.
7. **Seif El-Nasr, M.**, Al-Saati, M., Milam, D., and Niedenthal, S. (2008). Assassin's Creed - A Multi-cultural Read. *Loading*, Vol. 3, No. 1. (online)

8. **Seif El-Nasr, M.**, Vasilakos, T., and Robinson, J. (2008). Process Drama in the Virtual World – A Survey. *International Journal of Arts and Technology (IJART)*, Vol. 1, No. 1, pp. 13-33.
9. **Seif El-Nasr, M.** and Vasilakos, T. (2008). DigitalBeing – Using the Environment as an Expressive Medium for Dance. *An International Journal on Information Sciences, Informatics and Computer Science Intelligent Systems Applications, Special Issue on Ambient Intelligence*, Elsevier, Vol. 178, No. 3, pp. 663-678. *Published Impact Factor: 3.095.*
10. **Seif El-Nasr, M.** (2007). Engagement, Interaction, and Drama Creating an Engaging Interactive Narrative using Performance Arts Theories. *Interactions Studies*, Vol. 8, No. 2, pp. 209-240. *Published Impact Factor: 1.36.*
11. **Seif El-Nasr, M.** and Niedenthal, S., Kenz, I., Almeida, P., and Zupko, J. (2006). Dynamic Lighting for Tension Design in Games. *Game Studies: the International Journal of Computer Game Research*, Vol. 7, No. 1. (online)
12. Yucel, I., Zupko, J., and **Seif El-Nasr, M.** (2006). Education, IT, Girls, and Game Modding. *ITSE International Journal of Interactive Technology and Smart Education Journal, Special Issue on Smarter Use of Technology in Education*. Vol. 3, No. 2, pp.143-156.
13. **Seif El-Nasr, M.** and Smith, B. (2006). Learning Through Game Modding, *ACM Computers in Entertainment*, Vol. 4, No. 1, Article No. 7.
14. **Seif El-Nasr, M.** (2005). Applying Principles from Performance Arts for an Interactive Aesthetic Experience, *Intelligent Agent Magazine*, Vol. 5, No. 2. (online)
15. **Seif El-Nasr, M.** (2005). Intelligent Lighting for Game Environments, *Journal of Game Development*, Vol. 1, Issue 2, pp. 17-50.
16. **Seif El-Nasr, M.** and Horswill, I. (2004). Automating Lighting Design for Interactive Entertainment, *ACM Computers in Entertainment*, Vol. 2, No. 2. Article No. 15.
17. **Seif El-Nasr, M.** (2004). Interactive Narrative Architecture Based on Filmmaking Theory, *International Journal on Intelligent Games and Simulation*, Vol. 3, No. 1, pp. 29-36.
18. **Seif El-Nasr, M.**, Yen, J., and Ioerger, T. (2000) FLAME - A Fuzzy Logic Adaptive Model of Emotions, *Autonomous Agents and Multi-agent Systems*, Vol. 3, pp. 219-257. *Acceptance rate 23%, Impact Factor 2.125.*

Refereed Book Chapters (Published/Accepted)

1. **Seif El-Nasr, M.**, Zupko, J., Roa, C., and Almeida, P. (in press). Intelligent Adaptive Lighting – Enhancing the Video Game Experience. In Gonzales, P. (Editor). *Applied Research in Artificial Intelligence for Computer Games*. Springer, Germany.
2. **Seif El-Nasr, M.**, Morie, J., and Drachen, A. (2011). A Scientific Look at the Design of Aesthetically and Emotionally Engaging Interactive Entertainment Experiences. In Didem (Editor). *Affective Computing and Interaction: Psychological, Cognitive and Neuroscientific Perspectives*. Information Science Publishing, IGI Global, Pennsylvania, USA, pp. 281-307.
3. **Seif El-Nasr, M.** and Zupko, J. (2010). Chapter 4: Lighting Design Tools for Interactive Entertainment. In George A. Tsihrantzis and Lakhmi C. Jain, *Multimedia Services in Intelligent Environments - Integrated Systems*. Springer, Germany, pp. 77-102.

4. **Seif El-Nasr, M.**, Bishko, L., Zammitto, V., Nixon, M., Wei, H., and Athanasios, V. (2009). Chapter 22: Believable Characters. In Borko Furht (Editor), *Handbook of Digital Media in Entertainment and Arts*. Springer, Germany, pp. 497-528.
5. Milam, D., **Seif El-Nasr, M.**, and Ron Wakkary. (2009). Chapter 30: Study of Interactive Narrative from User's Perspective. In Borko Furht (Editor), *Handbook of Digital Media in Entertainment and Arts*. Springer, Germany, pp. 653-682.
6. **Seif El-Nasr, M.** and Vasilakos, T. (2007). DigitalBeing: An Ambient Intelligence Interactive Dance Experience. In Janusz Kacprzyk (Editor). *Studies in Computational Intelligence (SCI)*, Vol. 72, Springer Verlag: Berlin, Germany, pp. 233-263. *Lead author 99%*
7. Tapia, A., **Seif El-Nasr, M.**, Yucel, I., Zupko, J., Maldonado, E. (2007) Building Virtual Spaces: Games as Gatekeepers for the IT Workforce. Crowston, K., Sieber, S. and Wynn, E. (Editors). *Virtuality and Virtualization*. Springer: Boston, pp. 317-334.

Refereed Conference Articles (*Published/Accepted*)

1. Gagne, A., **Seif El-Nasr, M.**, and Shaw, C. (2011). A Deeper Look at the Use of Telemetry for Analysis of Player Behavior in RTS Games. *International Conference on Entertainment Computing (ICEC 2011)*. *Acceptance rate 30%*.
2. Amini, P. and **Seif El-Nasr, M.** (2011). The Effect of Privacy on Social Presence in Location-based Mobile Games. *International Conference on Entertainment Computing (ICEC 2011)*. *Acceptance rate 30%*.
3. Milam, D., **Seif El-Nasr, M.**, Moura, D., and Bartram, L. (2011). Effect of Camera and Object Motion on Visual Load in 3D Games. *International Conference on Entertainment Computing (ICEC 2011)*. *Acceptance rate 30%*.
4. Erfani, M. and **Seif El-Nasr, M.** (2011). Measuring the Impact of Knowledge Gained from Playing FPS and RPG Games on Gamplay Performance. *International Conference on Entertainment Computing (ICEC 2011)*. *Acceptance rate 30%*.
5. Moura, D., **Seif El-Nasr, M.**, and Shaw, C. (2011). Visualizing and Understanding Players' Behavior in Video Games: Discovering Patterns and Supporting Aggregation and Comparison, Siggraph 2011. *Game Paper*. *Acceptance rate 11.6%*.
6. **Seif El-Nasr, M.**, Isbister, K., Ventrella, J., Aghabeigi, B., Hash, C., Erfani, M., Morie, J., and Bishko, L. (2011). Body Buddies: Social Signaling through Puppeteering. *HCII*.
7. Tanenbaum, J., Tanenbaum, K., Antle, A., **Seif El-Nasr, M.**, Hatala, M. (2011). Experiencing the Reading Glove. *Tangible, Embedded, and Embodied Interaction '11*, pp. 137-144. *Acceptance rate 32%*.
8. Nixon, M., Pasquier, P., and **Seif El-Nasr, M.** (2010). DelsArtMap: Applying Delsarte's Aesthetic System to Virtual Agents. *Intelligent Virtual Agents (IVA)*, pp. 139-145. (short paper)
9. Lameman, B. L., **Seif El-Nasr, M.**, Drachen, A., Foster, W., Moura, D., and Aghabeigi, B. (2010). User Studies-A Strategy towards a successful Industry-Academic Relationship. *Futureplay*, pp. 134-142.

10. Erfani, M., **Seif El-Nasr, M.**, Milam, D., Aghabaigi, B., Lameman, B. A., Riecke, B. E., Maygoli, H., and Mah, S. (2010). The Effect of Age, Gender, and Previous Gaming Experience on Customization activities within games. *Grace Hopper Celebration of Women in Computing*. (proceedings online)
11. Milam, D. and **Seif El-Nasr, M.** (2010). Design Patterns to Guide Player Movement in 3D Games. *SIGGRAPH. Game Paper*, pp. 37-42.
12. Milam, D. and **Seif El-Nasr, M.** (2010). Analysis of Level Design 'Push & Pull' within 21 games. *Foundations of Digital Games (FDG)*, pp. 139-146.
13. **Seif El-Nasr, M.** and Zammitto, V. (2010). User Experience Research for Sports Games. *GDC Submit on Games User Research*. (online).
14. **Seif El-Nasr, M.**, Aghabeigi, B., Milam, D., Erfani, M., Lameman, B., Maygoli, H., Mah, S. (2010). Understanding and Evaluating Cooperative Games. *CHI 2010*, pp. 253-262. *Acceptance rate 22%*.
15. **Seif El-Nasr, M.** and Maygoli, T. (2010). Understanding the Underlying Patterns: Teaching Scientific Thinking through Building Games. *Second International Conference on Science in Society*. (online).
16. Tanenbaum, J., Tanenbaum, K. and **Seif El-Nasr, M.** (2010). Authoring Tangible Interactive Narratives Using Conceptual Hyperlinks. *Foundations of Digital Game (FDG) – Workshop on Intelligent Narrative Technologies III*.
17. Ventrella, J., **Seif El-Nasr, M.**, Aghabeigi, B., and Overington. R. (2010). Gestural Turing Test: A Motion-Capture Experiment for Exploring Nonverbal Communication. *AAMAS 2010 International Workshop on Interacting with ECAs as Virtual Characters*.
18. Zupko, J. and **Seif El-Nasr, M.** (2009). System for Interactive Automated Lighting (SAIL). *International Conference on the Foundations of Digital Games*, pp. 223-230. *Acceptance rate 25%*.
19. Milam, D., **Seif El-Nasr, M.**, and Wakkary, R. (2008). Looking at the Interactive Narrative Experience through the Eyes of the Participants. *International Conference on Interactive Storytelling*, pp. 96-107. *Full paper acceptance rate 15%*
20. **Seif El-Nasr, M.** and Wei, H. (2008). Exploring Non-Verbal Behaviors Using Acting Methods. *International Conference on Interactive Storytelling*, pp. 71-82. *Full paper acceptance rate 15%*.
21. **Seif El-Nasr, M.** and Zupko, J. (2008). A Tool for Adaptive Lighting Design. *Sandbox at SIGGRAPH*, pp. 135-142.
22. Tapia, A., **Seif El-Nasr, M.**, Yucel, I., Blodgett, B. (2008). Gaming for Girls: An Action-Research Intervention. *Playing to Win: The Business and Social Frontiers of Videogames*. State College, PA. *Acceptance rate 31%*.
23. Tapia, A., **Seif El-Nasr, M.**, Yucel, I., Zupko, J., and Maldonado, E. (2007). Engaging Passion for Computing: Using Virtual Gaming Environments to Motivate Girls to Follow IT Career Paths. *2007 Richard Tapia Celebration of Diversity in Computing Conference*.
24. Tapia, A., **Seif El-Nasr, M.**, Yucel, I., Zupko, J., and Maldonado, E. (2007). Building Virtual Spaces: Games as Gatekeepers for the IT Workforce. *The International Federation for Information Processing (IFIP) Working Group 8.2/9.5*, Portland, Oregon, July.

25. **Seif El-Nasr, M.**, Yucel, I., Zupko, J., Tapia, A., Smith, B. (2007). Middle-to-High School Girls as Game Designers – What are the Implications? *Microsoft Academic Days on Game Development*, pp. 54-58. *Acceptance rate 28%*.
26. **Seif El-Nasr, M.** and Yan, S. (2006). Visual Attention in 3D Games. *International Conference on Advances in Computer Entertainment Technology (ACE)*, LA, CA, April, pp. 22-26.
27. **Seif El-Nasr, M.** (2006). Projecting Tension in Virtual Environments through lighting. *International Conference on Advances in Computer Entertainment Technology (ACE)*, LA, CA, April, pp. 63-67.
28. **Seif El-Nasr, M.** and Gross, J. (2006). Fun and Games: On the Process of Game Design. In proceedings of *Designing Interactive Systems (DIS) 2006*, State College, PA, June 25.
29. Yucel, I., Zupko, J., and **Seif El-Nasr, M.** (2006). Using Game Modding to promote and provide basic IT skills to a female audience. *Games, Learning, and Society*, Madison, Wisconsin, June 16. *Acceptance rate 44%*.
30. **Seif El-Nasr, M.** and Vasilakos, T. (2006). *DigitalBeing: an Ambient Intelligent Dance Space*. *World Congress on Computational Intelligence: Fuzz-IEEE*, pp. 907-914, Vancouver, Canada, July. *Acceptance rate lower than 30%*.
31. Yan, S. and **Seif El-Nasr, M.** (2006). Visual Attention patterns in Games. *Symposium of Eye Tracking Applications*, San Diego, CA, March 21-24.
32. **Seif El-Nasr, M.**, and Smith, Brian. (2005). Learning through Game Modding. *Games, Learning, and Society*, Madison, Wisconsin, June 23-24. (online). *Acceptance rate is 13%*.
33. **Seif El-Nasr, M.** (2005). Utility of Automatic Lighting Design in Games. *Game Developers Conference*, (online), San Francisco, CA, March.
34. **Seif El-Nasr, M.**, Zupko, J., and Miron, K. (2005). Intelligent Lighting for a better gaming experience, *CHI 2005 Interactivity*. Portland, Oregon, April.
35. **Seif El-Nasr, M.** (2004). Utility of Automatic Lighting Design in 3D Immersive Training Environments, *24th Army Science Conference*, Orlando, FL, (online), November. *Acceptance rate: 20%*.
36. **Seif El-Nasr, M.** and Rao, C. (2004). Visually Directing User's Attention in Interactive 3D Environments, *Siggraph Poster Session*. LA, CA, August 6-12, 2004. *Nominated and entered 3rd round in research competition*.
37. **Seif El-Nasr, M.**, Jones, R., and McNeese, M. (2004). A Scalable and Extensible Interactive Scenario Architecture for Distributed Command and Control Simulations. *Proceedings of 2004 Command and Control Research and Technology Symposium*, (online), San Diego, CA, June.
38. **Seif El-Nasr, M.** (2004). A User-Centric Adaptive Story Architecture – Borrowing from Acting Theories, *International Conference on Advances in Computer Entertainment Technology ACE 2004*, 109-116, Singapore, Thailand, June.
39. **Seif El-Nasr, M.** (2004) Light AI. *Presented at AAAI Workshop on Game AI*.
40. **Seif El-Nasr, M.** and Horswill, I. (2003.) Expressive Lighting and Interactive Entertainment, *IEEE International Conference on Multimedia and Expo - Special Session on Multimedia Technologies for Gaming*, pp. 425-428, Baltimore, MD, July.

41. **Seif El-Nasr, M.** and Horswill, I. (2003). Real-Time Lighting Design for Interactive Narrative. *International Conference on Virtual Storytelling*, pp. 12-20, France, November. *Acceptance rate: 24%, won 2nd best paper award.*
42. **Seif El-Nasr, M.** (2002). Story Visualization Techniques for Interactive Drama. *Proceedings of AAAI Spring Symposium*, CA.
43. **Seif El-Nasr, M.,** Ioerger, T., and Yen, J. (1999). PETEEI: A PET with Evolving Emotional Intelligence. *Autonomous Agents'99*, pp. 219-257, Seattle, WA. *Acceptance rate: 19%, won best student paper award.*
44. Widyantoro, D., Yin, J., **Seif El-Nasr, M.,** Wang, L., Zacchia, A., and Yen, J., (1999). Alipes: A Swift Messenger in Cyberspace. *Proceedings of AAAI Spring Symposium*, CA.
45. **Seif El-Nasr, M.,** Ioerger, T., Yen, J., House, D., and Parke, F. (1999) Emotionally Expressive Agents. *Proceedings of Computer Animation '99*, Seattle, WA, May.
46. **Seif El-Nasr, M.,** Ioerger, T., and Yen, J. (1999). A Web of Emotions. *Proceedings of Workshop¹ on Emotion-Based Agent Architectures part of Autonomous Agents '99*, Seattle WA.
47. **Seif El-Nasr, M.** and Skubic, M. (1998). A Fuzzy Emotional Agent for Decision-Making in a Mobil Robot. *Proceedings of Fuzz-IEEE*, Anchorage, Alaska, May.
48. Yin, J., **Seif El-Nasr, M.,** Yang, L., and Yen, J. (1998). Incorporating Personality into a Multi-Agent Intelligent System for Training Teachers. *Proceedings of the Fourth International Conference on Intelligent Tutoring Systems*, San Antonio, Texas, August.
49. **Seif El-Nasr, M.** and Yen, J. (1998). Agents, Emotional Intelligence and Fuzzy Logic. *Proceedings of the 17th Annual Meeting of the North American Fuzzy Information*, Pensacola, FL, August.
50. **Seif El-Nasr, M.,** Ioerger, T., and Yen, J. (1998). Learning and Emotional Intelligence in Agents. *Proceedings of AAAI fall symposium on Emotional Intelligence*, FL.

Refereed Poster or Demonstrations (*Published/Accepted*)

1. **Seif El-Nasr, M.** and Zammitto, V. (2010). Exploring Quantitative Methods for Evaluating Sports Games. *CHI 2010 Workshop on Brain, Body and Bytes: Psychophysiological User Interaction. CHI Workshop².*
2. Isbister, K., **Seif E-Nasr, M.,** and Ventrella, J. Avatars with Improved Social Signaling. *CHI 2010 Workshop on Designing and Evaluating Affective Aspects of Sociable Media to Support Social Connectedness. CHI Workshop.*
3. Erfani, M., **Seif El-Nasr, M.,** Milam, D., Aghabeigi, B., Lameman, B., Riecke, B. E., Maygoli, H., and Mah, S. (2010). The Effect of Age, gender, and Previous Gaming Experience on Game Play Performance, *HCI International, IFIP WCC2010*, Australia.

¹ I also have a paper in the same conference. However, all workshop papers were under a different committee and went under a different peer review process.

² I am giving a paper in CHI conference. However, all workshop papers were under a different committee and went under a different peer review process.

4. **Seif El-Nasr, M.** and Zupko, J. (2006). A Tool for Aesthetic-based Lighting Design in Interactive 3D Environments. *SandBox 2006*. (Poster and Demo). *Zupko and Seif El-Nasr Presented*.
5. **Seif El-Nasr, M.**, Zupko, J., and Miron, K. (2005). Intelligent Lighting for a better gaming experience. *CHI 2005 Interactivity*. Portland, Oregon, April. *Zupko and Seif El-Nasr Presented*.
6. **Seif El-Nasr, M.** and Zupko, J. (2005). Exploring concepts of Lighting Design for 3D Video Games: Theory and Practice. *Workshop on Game Aesthetics and Emotion: Light, Sound and Narrative*. Sweden, Malmo.
7. **Seif El-Nasr, M.** (2004). Mirage, Presented by Pagulayan, R. at *CHI 2004, SIG on Games and HCI*.

Invited Conference Presentations

1. Seif El-Nasr, M. (2011). Triangulation of Game Telemetry, Eye tracking, and Physiological Sensor Data, EA Dev Con.
2. Seif El-Nasr, M. (2011). Pupeteering avatars to enable social signaling in Virtual Worlds, Workshop on Human Agent Social Interaction in Open Online Virtual Worlds.
3. Moura, D., Seif El-Nasr, M. (2011). Visualizing and Understanding Players' Behavior in Video Games: Discovering Patterns and Supporting Aggregation and Comparison, GUR 2011.
4. **[KEYNOTE SPEECH]** Seif El-Nasr, M. (2010). Can we Design Games that can Entertain and Educate? Serious Games Winter School, Puerto Vallarta, Mexico.
5. **[KEYNOTE SPEECH]** Seif El-Nasr, M. (2009). User Experience Research: Intersection between Psychology and Games. Interactive Entertainment Conference, Sydney Australia.
6. Seif El-Nasr, M. (2009). Panel on What IGDA Can do for you, Game Developers Conference Vancouver, Future Play.
7. Seif El-Nasr, M. (2009). Panel on Academia and Industry: exploring the divide within Game Field. Game Developers Conference Vancouver, Future Play.
8. Seif El-Nasr, M. (2009). Student Independent Game Festival (IGF) Post-Mortem. Game Developers Conference.
9. Seif El-Nasr, M. (2009). Panel: Academic/Industry Collaboration, *Foundations of Digital Games 2009* with Tom McMail (Microsoft External Research), Mark Overmars (Utrecht University) and Bill Swartout (USC/ICT)
10. Seif El-Nasr, M. (2008). Successful Game Programs, *Game Developer's Conference*.
11. Seif El-Nasr, M., Gold, S., and Fullerton, T. (2007). Game Design Workshop, *DIGRA*, Tokyo, Japan.
12. Seif El-Nasr, M. (2007). Game Modding as a Gateway to Computing and Media Literacy: A Myth or Reality. *Nordic Game Conference*, Sweden.

13. Fullerton, T., Gold, S., Seif El-Nasr, M. (2007). So You Want to Start a Game Program? IGDA Education SIG presents the Curriculum Framework Initiative & Curricular Models. *Siggraph, Educators Track*.
14. Seif El-Nasr, M. (2007). Working Lunch Roundtables. *Game Developers Conference*.
15. Seif El-Nasr, M. (2006). What do Students Learn when they are Modding? Panel, *Sandbox Symposium*. (with Kurt Squire and Constance Steinkuehler and Alice Robinson)
16. Seif El-Nasr, M. (2005). Desktop 3-D Interactive Drama – Applying design principles from Performance Arts. *HCI International 2005*, Las Vegas Nevada, USA.

Invited University and Company Presentations

1. Seif El-Nasr, M. (2011). Effective 3D Visual Design for Games: integrating Artificial Intelligence Techniques, Results from Experimental Studies, and Artistic Tacit Knowledge, University of California at Santa Cruz.
2. Seif El-Nasr, M. (2011). Effective 3D Visual Design for Games: integrating Artificial Intelligence Techniques, Results from Experimental Studies, and Artistic Tacit Knowledge, North Carolina State University.
3. Seif El-Nasr, M. (2010). Next Generation Believable Characters. University of Rey Juan Carlos, Spain.
4. Seif El-Nasr, M. (2010). AI and Adaptive Design for Games. Univ. Complutense de Madrid, Spain.
5. Seif El-Nasr, M. (2009). User Experience Research: Intersection between Psychology and Games. Disney Research, California.
6. Seif El-Nasr, M. (2009). User Experience Research: Intersection between Psychology and Games. Department of Computer Science, University of California at Santa Cruz.
7. Seif El-Nasr, M. (2009). User Experience Research: Intersection between Psychology and Games. Institute of Creative Technologies, University of Southern California.
8. Seif El-Nasr, M. (2009). User Experience Research: Intersection between Psychology and Games. Psychology Department, University of British Columbia.
9. Seif El-Nasr, M. (2009). *Uncovering Successful Co-op Game Design Patterns - A User Experience Study Approach*. DePaul University, IL.
10. Seif El-Nasr, M. and Milam, D. (2008). *User Experience within Interactive Entertainment*. Microsoft Research, Redmond, WA.
11. Seif El-Nasr, M. (2008). *Virtual Worlds*, Master's of Digital Media, Vancouver, BC.
12. Seif El-Nasr, M. (2008). *Interactive Narrative*, Emily Carr Institute, Vancouver, BC.
13. Seif El-Nasr, M. (2008). *Serious Game Design and Modding*, RedHill Studios, San Francisco.
14. Seif El-Nasr, M. (2007). *Psychology behind Game Design and learning*. Red Hill Studios, San Francisco, CA.
15. Seif El-Nasr, M. (2007). *Developing Tools That Enhance Interactive Experiences and Their Development Process*. DePaul University, Computer Science.

16. Seif El-Nasr, M. (2007). *Developing Tools That Enhance Interactive Experiences and Their Development Process*. Worcester Polytechnic Institute, Computer Science.
17. Seif El-Nasr, M. (2007). *Developing Tools That Enhance Interactive Experiences and Their Development Process*. Microsoft Research, Redmond, WA.
18. Seif El-Nasr, M. (2007). *Developing Tools That Enhance Interactive Experiences and Their Development Process*. University of Southern California, Computer Science Department.
19. Seif El-Nasr, M. (2006). *Lighting Design for Interactive Entertainment*. Drexel University, Philadelphia, PA.
20. Seif El-Nasr, M. (2006). *Designing Tools to Enhance Interactive Experiences*, Simon Fraser University, Vancouver BC.
21. Seif El-Nasr, M. (2006). *Designing a Lighting Design Tool for Games*. University of Iowa, Iowa City, Iowa.
22. Seif El-Nasr, M. (2006). *Borrowed Techniques from traditional media to Games*. Carnegie Mellon University, Pittsburg, PA.
23. Seif El-Nasr, M. (2006). *Lighting Design for Interactive Entertainment*. WPI, Boston, MA.
24. Seif El-Nasr, M. (2005). *Dynamic Lighting for Games*. Carnegie Mellon University, Pittsburg, PA. (Korean Academy).
25. Seif El-Nasr, M. (2005). *Dynamic Lighting for Games*. University of California, Irvine, CA.
26. Seif El-Nasr, M. (2003). *Visual Design Authoring Tools*, EDC/Center for Children and Technology, NYC, NY.
27. Seif El-Nasr, M. (2003). *Visual Intelligence for Interactive Narrative*, IBM T. J. Watson, NYC, NY.
28. Seif El-Nasr, M. (2003). *Virtual Environments Research*, Information Sciences and Technology, University Park, PA.
29. Seif El-Nasr, M. (2003). *Expressive Lighting an Adaptive lighting design tool for Interactive Entertainment*, Institute for Creative Technologies (ICT), University of South California, LA, CA.
30. Seif El-Nasr, M. (2003). *Expressive Lighting for Interactive Narrative*, Department of Computer Science, University of Central Florida, Orlando, FL.
31. Seif El-Nasr, M. (2003). *Expressive Lighting for Interactive Entertainment*, School of Information Science and Technology, Pennsylvania State University, University Park, PA.
32. Seif El-Nasr, M. (2003). *Expressive Lighting for Interactive Entertainment*, Department of Computer Science, University of Iowa, Iowa City, IA.
33. Seif El-Nasr, M. (2003). *Expressive Lighting and Interactive Narrative*, Telecommunication Department, Michigan State University, East Lansing, MI.