

Jay Taylor Laird

Contact information available upon request through www.jaylaird.com

Education

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| 1997-1999 | Massachusetts College of Art |
| 1987-1991 | Ithaca College, 1987-1991: BS, Cinema & Photography |

Academic Positions

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| 2007-present | Northeastern University: Assistant Director of Game Design Programs |
| 2005-2007 | Northeastern University: Full-Time Lecturer in Digital Media |
| 1999-2005 | Northeastern University: Adjunct Lecturer in Visual Arts |
- Research areas: Modes of game design, including how game design can be used as an educational tool for critical thinking. Methods for teaching programming logic and structures to artists. Design of tools for collaboration for social change.

Professional Positions

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| 2004-present | Metaversal Studios: Founder & Lead Game Designer |
| 1998-2000 | Cambridge Public Schools: Lead Advisor for Project 10 East Student Center |
| 1996-1998 | Project 10 East, Inc.: Program Coordinator |
| 1993-1997 | Active Window Productions: Vice-President of Development |
| 1992-1993 | CSC-Index: Designer |
| 1991-1992 | Bookpress: Layout Designer |

Publications & Presentations

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| 2008 | Qualters, Isaacs, Cullinane, Laird, McDonald, Corriere. "A Game Approach to Teach Environmentally Benign Manufacturing in the Supply Chain. International Journal for the Scholarship of Teaching and Learning, Volume 2, Number 2, July 2008. |
| | Laird, McDonald. "Is Our gaMerz L3arning? Designing and Evaluating Games as Shared Experiences". Presentation at Games-Learning-Society 4.0. July 10, 2008, Madison, WI. |
| | Isaacs, Laird, Sivak, Sivak. "Greening the Supply Chain: Development of a Computer Game to Teach Environmentally Benign Manufacturing". Presentation at 2008 ASEE Annual Conference & Exposition. June 2008, Pittsburgh, PA. |
| | Laird, Robison. "Citizen Gaming: A Game Design Workshop" & "Wordmoeba: A Massively Social Wordgame". Workshop & Game at Knight Foundation Future of Civic Media Conference. May 21-22, 2008. MIT, Cambridge, MA. |
| | Laird. "Shortfall: A Game to Teach Environmentally Benign Manufacturing". Presentation at Teaching with Technology Day. April 29, 2008. Northeastern University, Boston, MA. |
| | Laird, McDonald. "Skeptics and Supporters: Creating Experimental Interdisciplinary Games with Gamers and Non-Gamers". Poster presentation at IDGA Education Summit, Game Developer Conference. February 19, 2008. San Francisco, CA |

- 2007 Laird. "Geckoman: New Modes of Casual Learning about the Invisible World." Invited guest at NISENet Annual Meeting. November 3-4, 2007. San Francisco, CA.
- Laird. "Tame Your Game Size with Actionscript 3.0". Presentation at FlashForward. September 20, 2007. Boston, MA.
- 2006 Isaacs, Laird, Sivak, and Sivak. "Managing the Tradeoffs in the Digital Transformation of an Educational Board Game to a Computer-based Simulation". Presentation at SIGGRAPH Sandbox. August 4, 2007. San Diego, CA.
- Laird, McDonald. "Narrative Engagement: Games as Mnemonic Devices for Process Learning". Presentation at Games-Learning-Society 3.0. July 13, 2007, Madison, WI
- De Ritis, McDonald, Laird. "From Idea to iTunes". *Kulturmanagement & Kulturpolitik*. RAABE-Verlag, 2007.
- Laird, McDonald, "Developing a Common Language for Designers and Developers in Interdisciplinary Capstones" (invited presenters). *2007 Microsoft Academic Days on Game Development*. February 2007.
- Qualters, Isaacs, Cullinane, Laird, McDonald, "Assessment of Shortfall: A Board Game on Environmental Decisionmaking", *Proceedings of ASEE 2006 Annual Conference and Exposition*, June 18 - 22, 2006, Chicago IL
- Isaacs, Cullinane, Qualters, McDonald, Laird, "Games as Learning Tools to Promote Environmentally Benign Systems", *Proceedings of LCE CIRP 2006, International Conference on Life Cycle Engineering*, May 31 - June 2, 2006, Leuven, Belgium.
- Laird, McDonald, "Designers Without Clients: Exchanging Blocks", *AIGA Conference Boston*, September, 2006.
- 2005 Laird, McDonald, "JellyTown: Can a simulation game be true to 'real' science concepts without sacrificing its narrative arc?" (exhibit) *Games, Learning, and Society 1.0*. University of Wisconsin, Madison, June 2005.

Select Academic Projects and Grants

- 2007-2010 *Shortfall: Assessment of Next Generation Learning Through Computer-Facilitated Networked Play*, NSF CCLI Phase 2 Grant, PI: Jacqueline Isaacs, Co-PIs: Donna Qualters, James Benneyan, Thomas Cullinane, in collaboration with Ann McDonald
- 2007 *Race for Your Future*: Drive your band across the US using your plant biology savvy and energy ingenuity concept and design prototype of a game to explaining how plant energy is transformed into biofuels, and how the technology fits into the greater scheme of politics, business, and everyday life. Collaboration with Dan Sheirer and Ann McDonald, funded by a 2006 grant from the American Society of Plant Biologists Education Foundation
- 2006-2007 *Geckoman*: Platformer-style arcade game to teach principles of nano-scale physics to middle school students in collaboration with Northeastern University's Center for High-Rate Nanomanufacturing and the Boston Museum of Science
- 2006 *R.O.V.E.R.S*: Adventure game prototype to teach principles of math and physics to high school students in collaboration with Northeastern University's Gordon Center for Subsurface Imaging Systems and Ann McDonald.
- 2005-2006 *Hopeful Monster*: Educational arcade game with Multimedia Capstone 2005-2006 team in collaboration with Ann McDonald and John Coley for the Categorization and Reasoning Lab at Northeastern University.
- 2005-2007 *Shortfall*: Board game developed under a National Science Foundation SGER grant awarded July 2005. PI: Jacqueline Isaacs, Co-PIs: Donna Qualters, Thomas Cullinane, in collaboration with Ann McDonald.

2005	<i>Exchanging Blocks</i> : Interactive mapping exhibit documenting social and economic inequalities in Boston's South End neighborhood with Ann McDonald for the AIGA Conference Boston 2005 under a "Designers Without Clients" grant awarded May 2005.
2005	<i>Amazing Jellies</i> : New England Aquarium web-based exhibit companion produced with faculty and students from the Multimedia Studies program at Northeastern University during 2005, in collaboration with Ann McDonald and Anthony DeRitis.
2003-2006	<i>Online Conservatory</i> : Content delivery engine and games for ongoing project with the Boston Symphony Orchestra and the Multimedia Studies program at Northeastern University, in collaboration with Ann McDonald and Anthony DeRitis.

Select Commercial Projects

2008	<i>Stonewall Brawl</i> : Videogame collaboration with cartoonist Eric Orner (designer)
2006	<i>ZombieDrop</i> : Videogame on MTV's Atom Shockwave site (designer)
2005-present	<i>Burning Village</i> : College humor web site (founder and editor)
2002	<i>The Strangler's Wife</i> : Roger Corman produced film (lead writer)
2002	<i>Do or Do Not</i> : episode in <i>Star Wars Tales #16</i> published by Dark Horse Comics (writer)

Organizations & Memberships

2006-present	International Game Developers Association
2006-present	ACM SIGGRAPH
2000-2004	Board of Directors, The History Project
1996-2000	Board of Directors, Boston Film/Video Foundation
1995-1996	Board of Directors, Project 10 East, Inc.

Training & Certification

2008	GarageGames Torque X Teacher Training (Dallas, TX)
2005	Macromedia Flash Developer (Boston, MA)