Emily **Reardon**

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EDUCATION

City University of New York
Master of Fine Arts, current. Integrated Media Arts.

New York University
Master of Arts, 2003. Education, Communication, & Technology

Brown University
Bachelor of Arts, 1997. Double Major: Art/Semiotics; English and American Literature (with Honors)

PROFESSIONAL EXPERIENCE

Emmy award-winning professional with more than 25 years of experience designing, developing, and researching new technologies for play and learning.

Visiting Scholar, Teachers College; Fellow, Digital Futures Institute // 2025
Columbia University, New York, NY
- Develop Center for Play and Social Action
- Research AI & Learning Futures

Director of User Experience, Digital Production // 2015–2025
Sesame Workshop, New York, NY
- Led user experience design and collaborate on user research for wide-ranging technology projects
- Topics include: AI, computer vision, machine learning, speech recognition, text-to-speech, cognitive toys, data and analytics, learning analytics

Director of Design Strategy, Content Innovation Lab // 2011–2015
Sesame Workshop, New York, NY
- Selected to be one of three directors in a new eight-person R&D lab
- Lab work explored the intersection of emergent technologies, play, and learning to identify best practices and positively grow the impact and reach of Sesame Workshop experiences
- Topics included mixed and augmented reality, computer vision, text recognition, dynamic narrative, procedural content, voice recognition, wearables, tangibles & toys, smart homes for kids & families, family play

Director of Interaction Design and User Experience, Digital Media // 2008–2011
Sesame Workshop, New York, NY
- Led interaction and user experience design processes for all digital technology projects, across all audiences, curricula, brands, and platforms
- Oversaw the creation of all interface and usability documents such as: personas, scenarios, logic flows, wireframes, prototypes and other deliverables that communicate project information; collaborated with Research Department on iterative user testing
- Topics included custom and CMS driven sites, iOS/Android/HTML5 apps, Kinect, Wii, DS, virtual worlds, Google Search Appliance, accessibility/Section 508, cross-platform experiences, child and caregiver co-play

Supervising Producer // 2007–2008
Producer // 2002–2007
Sesame Workshop, New York, NY
- Proposed, designed, budgeted, scheduled, and produced digital technology projects. Managed staff and vendors

- Produced “Development and Evaluation of a Personalized, Handheld, Media-based Literacy Intervention.” Funded by U.S. Department of Education. Total project budget $1.8M.
- Produced “Using Mobile Phones to Deliver Literacy Education to Parents and Children.” Funded by U.S. Department of Education. Total project budget $350K.

AWARDS

Individual
Emily Reardon, 2010 Daytime Emmy Award Winner: New Approaches in Daytime Children's TV

Team
- www.sesamestreet.org, 2009 Peabody Award Winner
- www.sesamestreet.org, 2009 Emmy Award Winner: New Approaches in Daytime Children's TV
- www.pbskids.org/electriccompany, 2010 Emmy Award: New Approaches in Daytime Children's TV

PATENTS

- Personalized Video Interjections Based on Learner Model and Learning Objective.
  Issued 10/10/19, patent #: US10506303B1
- Phased Word Expansion for Vocabulary Learning.
  Filed 2/14/18, patent #: US20190251855A1

TEACHING EXPERIENCE

Passionate educator with over ten years experience teaching and mentoring Master’s, Doctoral, and undergraduate students at New York University and the School of Visual Arts

Adjunct Professor // 2010–2020
New York University, Graduate School of Education

Professional Applications of Educational Media & Technology (EDCT-GE-2211)
Addresses entering, pivoting within, and engaging in the field of learning technology. Students gain a deep understanding of the field to better plan their academic time and pursue the following career pathways:
- *Learning Design:* Design learning experiences that close a learning gap by using research-based knowledge of how people learn, following formal design processes, and leveraging media & technology to enhance the learning environment.
- *Educational Product Design & Development:* Work within media and technology organizations to design and develop learning products such as audio, video, sites and apps, games, simulations, emerging media, tools & platforms, etc. for teaching, learning and social impact.
- *Research:* Investigate and help shape how technology influences and enhances teaching and learning by conducting research. Use methodologies including qualitative and quantitative, formative and summative, learning analytics and data science.

Syllabus:
https://wp.nyu.edu/steinhardtschoolofcultureeducationandhumandevelopment-professionalapplications

Design Processes for Learning (EDCT-GE-2520)
Examines learning design processes, models, and methods that lead to engaging and effective learning experiences. These processes provide guidance on various steps in the design process including the analysis, design, development, implementation, and evaluation phases (ADDIE) which can be integrated with development methodologies such as agile and waterfall. Throughout the class students will bridge theory and practice by examining the theoretical underpinnings that serve to inform the field, including perspectives from cognitive science, developmental and social psychology, and learning science. At the same time, emphasis will be placed on real world examples, case studies, and experiential learning.
Syllabus: https://wp.nyu.edu/dpl2018/

Narrative, Digital Media, & Learning (EDCT-GE-2520)
Addresses the role of narrative in designing learning experiences. Narrative forms have been used for teaching and learning given their role in memory, cognition, the engagement of learners, as well as in case studies for learning, teaching, and research. This course explores the design principles and constitutive elements of narrative-centered learning. Special emphasis is given to designing media narratives that enable and support pedagogical models including story-based learning, digital storytelling, entertainment education, and goal-based scenarios.
Syllabus: https://wp.nyu.edu/emily_reardon/

Architecture of Learning Environments (EDCT-GE-2017)
Explores the educational and architectural issues involved in designing educational technology experiences. Examines the cognitive, cultural, and social issues related to four cornerstones of designing learning environments: prototype of model, project organization, usability, and critique. Students design a unique learning environment based on the cornerstones. Throughout the course, students evaluate a range of existing learning environments that use technologies for game creation, toolkits, community builders, and emerging communications media.
Syllabus: https://sites.google.com/site/nyuale2015/

Instructor // Spring 2016
School of Visual Arts, Undergraduate Program in Computer Art, Computer Animation and Visual Effects

Narrative Workshop (SDD-1050)
Examines the history of storytelling and its fundamental elements, including story and character development, pacing, and narrative structure. Translating a story to the screen is explored through film language and shot construction. Students tell and write their own stories, polish them in class and create illustrated storyboards. This course also considers non-linear storytelling and the development of interactive narratives.
Syllabus: https://sites.google.com/site/svanarrative2016/

Guest Lecturer // Spring 2011, 2009
Harvard Graduate School of Education: Cambridge, MA
Informal Learning for Children course, co-taught by Professor Joe Blatt and Sesame Workshop

PUBLICATIONS

Seibert-Nast, B., **Reardon, E.,** Foulds, K., 2022. Will UX Teach Us How to Get to Sesame Street? Investing in Child-Centred Research to Develop Sesame Street's Digital Design. Kids Included x Lego Report.

Reardon, E., Kumar, V., & Revelle, G. (2021). Game Learning Analytics. In the Handbook of Learning Analytics, 2nd Edition. Lang, C., Siemens, G., Wise, A., & Gasevic, D. (Eds.) NYC: Routledge.

Brooks, M. & **Reardon, E.** (2016). Sesame Street, Letter Blocks, and Augmented Reality: Increasing Engagement and Learning. User Experience Magazine, 16(2).

Revelle, G., Fisher, C. E., Kotler, J., App, C., Golub, N., Fenwick-Naditch, A., **Reardon, E**., & Green, M. M. (2008). *The Development and Evaluation of a Targeted, Assessment-Based Multimedia Literacy Intervention for Young Children At Risk: Formative Research Report*. Report to the Corporation for Public Broadcasting.

REFEREED

Gray, J., **Reardon, E.**, & Kotler. J. (2017). Designing for Parasocial Relationships and Learning: Linear Video, Interactive Media, and Artificial Intelligence. In *Proceedings of the 17th International Conference on Interaction Design and Children* (IDC '17). ACM, New York, NY, USA, 227-237.

Revelle, G., **Reardon, E**., Cook, K., Takeuchi, L., Ballagas, R. Mori, K., Horii, H. Raffle, H., Sandberg, M., & Spasojevic. M. (2014). Electric Agents: Combining Collaborative Mobile Augmented Reality and Web-Based Video to Reinvent Interactive Television. *Computers in Entertainment,* 12(3), 1-21.

Ballagas, R., Dugan, T. E., Revelle, G., Mori, K., Sandberg, K., Go, J., **Reardon, E.,** & Spasojevic, M. (2013). Electric Agents: Fostering Sibling Joint Media Engagement through Interactive Television and Augmented Reality. In *Proceedings of the 2013 Conference on Computer Supported Cooperative Work* (CSCW '13). ACM, New York, NY, USA, 225-236.

Raffle, H., Ballagas, R., Revelle, G., Horii, H., Follmer, S., Go, J., **Reardon, E.**, Mori, K., Kaye, J., & Spasojevic, M. (2010). Family Story Play: Reading With Young Children (and Elmo) Over a Distance. In *Proceedings of the 28th International Conference on Human Factors in Computing Systems* (CHI '10). ACM, New York, NY, USA, 1583-1592.

Revelle, G., **Reardon, E.**, Mays Green, M., Betancourt, J., & Kotler, J. (2007). The Use of Mobile Phones to Support Children's Literacy Learning. In *Proceedings of the 2nd International Conference on Persuasive Technology* (Persuasive '07), De Kort, Y., IJsselsteijn, W,. Midden, C., Eggen, B., and Fogg, B. J., (Eds.). Springer-Verlag, Berlin, Heidelberg, 253-258.

REFEREED CONFERENCE PRESENTATIONS

Ballagas, R., Revelle, G., Buza, K., Horii, H., Mori, K., Raffle, H., Spasojevic, M., Go, J., Cook, K., **Reardon, E.**, Tsai, Y., & Paretti, C. (2011). Electric Agents: Combining Television and Mobile Phones for an Educational Game. In *Proceedings of the 10th International Conference on Interaction Design and Children* (IDC '11). ACM, New York, NY, USA, 227-230.

Revelle, G. & **Reardon, E**. (2009). Designing and Testing Mobile Interfaces for Children. In *Proceedings of the 8th International Conference on Interaction Design and Children* (IDC '09). ACM, New York, NY, USA, 329-332.

Revelle, G., Fisher, C., & **Reardon, E.** (2009). *From Sticky Fingers on the Mouse to Fingerprints on the Screen: Research-based Interface Redesign when Children's Computer Games Move to Touch-Screen Mobile Devices*. Workshop on Mobile User Experience Research, 27th International Conference on Human Factors in Computing Systems. Boston, MA.

Revelle, G., Lawson, T., Mays-Green, M., & **Reardon, E.** (2008). *Social Mobile Media for Young Children's Learning: Panwapa World Mobile*. Stanford University Social Mobile Media Workshop, Palo Alto, CA.

SERVICE

- **Board Member,** Center for Play and Social Action, Columbia University, Digital Futures Institute
- **Advisor**, New York Hall of Science.
    - National Science Foundation Grant: Humanistic Approaches to Artificial Intelligence Literacy Through Informal Learning. 2023
    - National Science Foundation Grant: How Narrative Elements Can Deepen Engagement, Ideation, and Iteration For Girls and All Visitors During Museum-based Engineering Design and Making Tasks. 2017.
- **Advisory Board Member**, The Brooklyn S.T.E.A.M Center. The S.T.E.A.M Center is a DOE school serving junior and senior high school students. Located in the Brooklyn Navy Yard, it offers technical and workplace education within the following industries: media and design, engineering, computer science, construction, and culinary arts.
- **Conference Co-Chair**, International Conference on Interaction Design and Children. 2013. Responsible
- for planning, budgeting, special events, sponsorship and publicity for 300-person research conference.
- **Publicity & Student Demos Chair**, International Conference on Interaction Design and Children. 2015.
- **Reviewer**, International Conference on Interaction Design and Children. 2010-present.
- **Reviewer**, Conference on Human Factors in Computing Systems. 2012-present.
- **Judge**, National STEM Video Game Challenge. 2013-present.

- **Technology & Engineering Emmy Award Judge**, The Academy of Television Arts and Sciences. 2007.

INTERESTS

Theory, Design, Making & Research // Emergent Technologies // Digital and Non-Digital Narratives // Tangible Interfaces & Computing // Play & Play-based Learning // Universal Design // Women in STEM // Progressive Education // Public Education // Blocks, Legos, & Magnatiles // Painting // Printmaking // Woodworking // Textiles // Gardening // Vegetarian Cooking // Swimming // Skiing // Tennis // Virginia Woolf // Florine Stettheimer