

# Pamela N. Martinez

## Education & Training

- 2017 EdD Pepperdine University  
Major: Learning Technologies  
Dissertation Title: *Active Games: An Examination of User Engagement to Define Design Recommendations*
- 2005 MA New Mexico State University  
Major: Curriculum and Instruction - Educational Learning Technologies
- 1996, BA New Mexico State University  
Major: Journalism and Mass Communications

## Research & Professional Experience

- 2002 – present *Assistant Professor Learning Technologies & Research / Assistant Director of Multimedia*  
Media Productions, New Mexico State University
- 1997 – 2002 *Media Specialist*  
Agricultural Communication, New Mexico State University

### Professional Memberships

Association for Communications Excellence in Agriculture, Natural Resources, and Life and Human Sciences (ACE)

North American Colleges and Teachers of Agriculture (NACTA)

## Publications

### Professional Presentations and Conferences (These presentations were team based.)

- NMSU Cooperative Extension Service 2016  
Creating Infographics & Presentations with Online Web Apps
- NMSU Cooperative Extension Service 2010  
Twitter, Facebook & Blogging: How to Use Them in Extension
- Games-Learning-Society, Madison, Wisconsin, 2008  
Science Pirates: The Curse of Captain Brownbeard
- Games for Health, Baltimore, Maryland, 2008  
CYFAR Meets Exergaming: The launch of a USDA granted anti-obesity research project
- ACE International Conference, Albuquerque, New Mexico 2007  
Building Resources for First-Generation and Culturally-Identified Hispanic Students
- ACE International Conference, Albuquerque, New Mexico 2007  
iTunes @ New Mexico State University

## Electronic Publications and Media

These educational products were team projects. Below is a condensed list of projects for which I directed multimedia production and played other roles. See individual credits for details.

- Night of the Living Debt (2015). iOS app. [nightofthelivingdebtgame.org](http://nightofthelivingdebtgame.org)
- Eat & Move-O-Matic (2015). iOS app. [mediaproductions.nmsu.edu/eatmove](http://mediaproductions.nmsu.edu/eatmove)
- CT FANS. (2014). Internal iOS app for University of Connecticut
- Virtual Science Labs Simulations. (2014). Web modules and iOS apps. [virtuallab.nmsu.edu](http://virtuallab.nmsu.edu)
- Math Snacks. Web games and iOS apps. (2013). [mathsnacks.org](http://mathsnacks.org)
- Don't Be Gross. Animations. (2011). [dontbegross.com](http://dontbegross.com)
- Exergames Unlocked. (2011). [exergamesunlocked.com](http://exergamesunlocked.com)
- Math Snacks. Animations. (2011). [mathsnacks.com](http://mathsnacks.com)
- Treadsylvaia ATV Safety Game (2011). [treadsylvaia.com](http://treadsylvaia.com)
- Science Pirates: The Curse of Brownbeard. (2009).
- Chinese Food Safety. (2008). [chinesefoodsafety.com](http://chinesefoodsafety.com)
- Building Resources for Retention and Maximum Achievement of First-Generation and Culturally Identified Hispanic Agricultural Students. (2008). [diversity.nmsu.edu](http://diversity.nmsu.edu)
- Eat, Move, Learn: An Exploration of Energy Balance. [eatmovelearn.com](http://eatmovelearn.com) (2007)
- New Mexico Homebuyer Education Website. (2006).

## Synergistic Activities

### Association for Communications Excellence in Agriculture, Natural Resources, and Life and Human Sciences (ACE)

ACE Pioneer Award – 2006

*This award honors communicators in each region who demonstrate exceptional leadership and technical skills and make significant contributions to ACE during their early careers.*

ACE Gold Award, Interactive Media Program (*Night of the Living Debt*) – 2017

ACE Professional Skill Award, Electronic Media, Video – 2017

ACE Gold Award, Educational Video Production (*Chemistry in Agriculture*) – 2017

Best Overall Digital Game, Meaningful Play Conference (*Night of the Living Debt*) – 2016

Finalist, Serious Games Showcase & Challenge (*Night of the Living Debt*) – 2016

Gold Award, International Serious Play Conference (*Night of the Living Debt*) – 2016

Gold Award, Interactive Media Program (*Eat&Move-O-Matic*) – 2016

Professional Skill Award, Information Technology – 2016

ACE Gold Award, Innovative Use of Communication Technology (*eJudging Pro*) – 2016

ACE Gold Award, Electronic Publications (*Virtual Labs*) – 2015

ACE Gold Award, Innovative Use of Communication Technology (*4-H Livestock Record*) – 2015

Best in Show, International Serious Play Conference (*Gate*) – 2014

International Serious Play Gold Award (*Gate*) – 2014

Finalist, Serious Games Showcase and Challenge (*Gate*) – 2014

International Serious Play Gold Award (*Game Over Gopher*) – 2013

International Serious Play Gold Award (*Ratio Rumble*) – 2013

Finalist, Serious Games Showcase and Challenge (*Game Over Gopher*) – 2012

Finalist, Serious Games Showcase and Challenge (*Ninja Kitchen*) – 2011