

# Alexandra Salome Catá

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## Education

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### North Carolina State University, Raleigh, NC

May 2022

PhD in Communication, Rhetoric, and Digital Media  
Concentrations in Technical Communication and Video Game studies

### University of Central Florida, Orlando, FL

May 2017

Master of Arts in English, concentration in Technical Communication

### University of Florida, Gainesville, FL

August 2011

Bachelor of Arts in English

## Publications

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### Refereed Journal Articles

"Intelligent Algorithms: Evaluating the Design of Chatbots and Search." Authored with Nupoor Ranade. *Technical Communication*. Forthcoming in May 2021.

Catá, A. (2020). "Convergence of Rhetoric, Labor, and Play in the Construction of Inactive Discourses on Twitch". Special issue of *Journal of Digital Culture and Society: Laborious Play and Playful Work 1*, Vol 5 (1).

### Conference Proceedings

"Continuing the Conversation: Leveraging Platforms for Marginalized Voices in Esports." Submitted for ESC 2019 in Irvine, CA and published by ETC Press. 2019 (Forthcoming).

"Boundary of Content Ecology: Chatbots, User Experience, Heuristics, and Pedagogy." Submitted with Huiling Ding and Nupoor Ranade for SIGDOC 2019 in Portland, OR. 2019.

### Book Reviews

Catá, A. (2020). Book Review: Gaming Masculinity: Trolls, Fake Geeks & the Gendered Battle for Online Culture. *Critical Studies in Media Communication*, Vol 37 (3).

<https://doi-org.prox.lib.ncsu.edu/10.1080/15295036.2020.1773014>

Catá, A. (2020). Book Review: The Big Nine: How the Tech Titans and Their Thinking Machines Could Warp Humanity. *Journal of Business and Technical Communication*, Vol 34 (3).

<https://doi.org/10.1177/1050651920910152>

### Web-Based Publications

"Curiosity." *Keywords in Design Thinking: A Primer for Makers, Designers, & Technical Communication*. Ed. Jason Tham. (Forthcoming).

### Manuscripts in Submission

"Reorienting Menus as Gameplay." Authored with Matthew Schmalzer. Submitted to *eludamos*.

### Other Publications

*Playing with Usability: Why Technical Communicators Should Examine Mobile Games*. Master's Thesis submitted in 2017 to the University of Central Florida. Orlando, FL.

## **Awards and Honors**

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- 2019, GSA Travel Assistance Award, NCSU Graduate School Student Association, \$500
- 2019, Michael Schonekecke Travel Grant, PCA Endowment, Unawarded
- 2015, Mellissa Pellegrin Memorial Scholarship Award, STC Orlando Chapter, \$500

## **Conference Activity and Participation**

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### **Panels Organized**

- "Interface Rhetorics, Algorithmic Rhetoric." Roundtable presented at Carolina Rhetoric Conference in Raleigh, NC. 2019.

### **Papers Presented**

- "Git Rid of Git Gud: Continuing Discussions Advocating for Game Accessibility." Paper accepted for Computers and Writing 2020 in Greenville, NC. 2020. (Cancelled due to COVID-19).
- "Addressing Problems of User Advocacy from Practice to Pedagogy." Paper accepted for ATTW 2020 in Milwaukee, WI. 2020. (Cancelled due to COVID-19).
- "Continuing the Conversation: Leveraging Platforms for Marginalized Voices in Esports." Paper presented at the Esports Conference 2019 in Irvine, CA. 2019.
- "Support Chatbot Usability and Design." Paper presented at SIGDOC in Portland, OR. 2019.
- "What's the Big Deal about Ninja? A Starting Point for Examining Rhetorical Power on Twitch." Paper presented at Pop Culture Association Conference in Washington, D.C. 2019.
- "How to Get 3 Stars: What we can learn from Mobile Game Design." Presented in 2018 at the Society for Technical Communication Summit. Orlando, FL.
- "Exploring Female Bodies on Twitch: Fragmentation and Commodification of Women's Bodies." Presented in 2017 at the University of Central Florida's English Symposium. Orlando, FL.
- "Wild About Disney: Examining the Usability of Disney's Safety Information Online." Presented in 2015 at the Florida College English Association, St. Petersburg, FL.

### **Conferences Attended**

- Esports Conference (ESC) 2019 – October 2019
- Special Interest Group for Design of Communication (SIGDOC) 2019 – October 2019
- Pop Culture Association (PCA) – April 2019
- Carolina Rhetoric Conference – April 2019
- Society for Technical Communication (STC) Summit – May 2018
- University of Central Florida's Annual English Symposium – February 2017
- Center for Information-Development Management (CIDM) Best Practices – September 2015
- Society for Technical Communication (STC) Summit – June 2015
- Florida College English Association – February 2015

### **Campus/Departmental Talks**

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- Speed Con, North Carolina State University, April 2019.

### **Teaching Experience**

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- Professional and Technical Communication for Engineering and Technology
- Public Speaking

## Service to Profession

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Graduate Student Representative to the Council of Play and Game Studies (CPGS), 2020-Present  
Press Start Journal Editorial Board Member, 2019-Present  
CHASS IT TA, 2019-2020

## Extracurricular University Service

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CRDM Student Association English Representative to the Program Administration 2020-2021  
CRDM Student Association Secretary, 2019-2020

## Related Professional Skills

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Software	Training	Programming Languages
<b>OS:</b> Windows, experience with Mac	Unreal Academy	Markdown
<b>Microsoft:</b> Office, SharePoint, Visio, Team Foundation Server (TFS), Visual Studio 2017	DITA XML	DITA XML
<b>Adobe:</b> Photoshop, InDesign, Illustrator; Captivate; FrameMaker 12; RoboHelp 11; Acrobat DC	Adobe RoboHelp 11	HTML 5
<b>LMS:</b> Moodle	SharePoint Advanced	CSS3
<b>Data Visualization:</b> Tableau, Red Hexagon, WebScrapers, Antconc	Concepts, Site Designer, Site Collection Manager 2010	
<b>Other:</b> Oxygen XML Author, WordPress, Atlassian Confluence/JIRA, Unreal Engine 4		

## Professional/Industry Work

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Technical Writer, Epic Games. May 2019-Present  
Sr. Information Developer, Omnicell Inc. Aug 2014-Aug 2018  
Technical Writer, Science Applications International Corporation (SAIC). Oct 2011-Aug 2014  
Technical Writer, USCENCOM C4 Enterprise Support, Jan 2013-Aug 2014  
Technical Writer/Project Specialist, Oct 2011-Jan 2013

## Languages

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English (US), native speaker  
Spanish, can read/conversationally speak with dictionary

## Professional Memberships/Affiliations

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Society for Technical Communication (STC) Member, 2014-Present  
Chapter Secretary, SunCoast Chapter, 2014-2016