Bert Snow CV

Overview:

Bert is an award-winning designer and leader with a history of innovation in digital learning and game design. With Snow&Co, Bert works with partners to create effective and engaging digital learning products. Current partners include ISTE, The Library of Congress, SkillRise and Ten Thousand Feet.

He is the co-PI and lead designer of the KidCitizen project, and the author of the Gates-funded research report The Potential for Game-based Learning to Improve Outcomes for Nontraditional Students. and Snow&Co was recently awarded a grant from the Library of Congress Lewis-Houghton Initiative to develop Music of US, a new way for secondary students to explore civics and democracy through music.

As VP of Design at Muzzy Lane, Bert led design work and collaborations with partners including McGraw-Hill Education, Corporation for Public Broadcasting, National Geographic, Pearson, Library of Congress, and others.   Before joining Muzzy Lane, Bert was a founder and lead designer of Virtual Music, a company that pioneered the music-game genre, and created groundbreaking music-gaming titles including Quest for Fame starring Aerosmith. Virtual Music was acquired by Namco in 2000. Bert also contributed to the creation of the River Valley Charter School, a public Montessori-based school.   He holds a BA with highest honors in Art from Williams College and speaks frequently on game design and learning.

Education

BA with Highest Honors in Art, Williams College

Experience

Snow & Co, Newburyport, MA   Principal, 2016 to present.

• Working with partners to plan, design and develop innovative technology solutions that engage audiences and improve learning outcomes. Current partners include ISTE, The Library of Congress, Ten Thousand Feet, SkillRise, CHEST, and Muzzy Lane.

Muzzy Lane Software, Newburyport, MA

• Advisor: 2017 to present.
• VP of Design: Muzzy Lane Software. 2007 to 2017
• Lead Game Designer: 2003 to 2007

MusicPlayground Inc (Division of Namco); Andover, MA

• Lead Designer/Creative Director: 2000 to 2003

Virtual Music Entertainment, Bedford MA

• Founder and Lead Designer: 1993-2000 (VME was acquired by Namco in 2000)

Visual Communications Network, Kendall Square, Cambridge, MA

- Creative Director 1987 to 1993. Produced leading-edge multimedia projects for clients including Microsoft, Intel, IBM, Lotus, Fujitsu, and others.

Selected Learning Game and Simulation Projects

- Music of US: A cloud app and platform for Secondary students to explore civics and democracy through music from the Library of Congress digital collections. Recipient of Lewis-Houghton Initiative award. https://bertsnowandco.com/work/music-of-us-grant

- Course of Mind Learning Myths: A series of mobile first interactive 'scrolling stories' debunking myths about learning, for ISTE's Course of Mind initiative. https://courseofmind.org/toolkit

- SkillRise Micro-learning Episodes: A series of responsive cross-platform parallax-scrolling interactive episodes introducing adult-education teachers to new SkillRise resources. https://skillrise.org/

- ISTE Course of Mind: Developing interactive scenarios helping teachers practice working with learning science-inspired approaches in their classroom.

- Interplay Business Simulation: Design and development of a virtual version of the successful Interplay multiplayer board-based simulation. (with Ten Thousand Feet)

- Decision Mojo: Helped create online learning course on decision-making skills including interactive scenarios, videos, decision diagnostics, and just-in-time decision-making skills. https:/www.decisionmojo.com

- KidCitizen: Creating new ways for young children to interact with primary source photographs. Co-Principal Investigator and Lead Designer: 2015-present (funded by the Library of Congress). https://www.kidcitizen.net

- Muzzy Lane Author: As VP of Design at Muzzy Lane, played a key role in the design and development of the ML Author platform/toolset for creating and distributing game-based learning activities.

- The Potential for Game-based Learning to Improve Outcomes for Nontraditional Students: Research report for the Gates Foundation, 2016

- Quit-It: A game-based approach to helping cancer patients practice skills for tobacco abstinence (with Muzzy Lane, and Memorial Sloan Kettering Cancer Center, with funding from NIDA)

- Practice Spanish: A mobile and browser based adaptive and immersive game-based Spanish-language learning project (with Muzzy Lane, and McGraw-Hill Education)

- Practice Marketing: A multiplayer simulation for higher-ed Introduction to Marketing course, (with Muzzy Lane, and McGraw-Hill)

- Studentopia: A nutrition-focused health game for middle-school children, working in conjunction with the Kickin Kitchen webTV series. (with Muzzy Lane, and Kids Cook Productions)

- MIDDWorld: An immersive game-world for language learning (with Muzzy Lane, and Middlebury Interactive Languages)

- NELL: Neuroplasticity in Early Language Learning: DARPA-funded research and design prototype. Design director. (Muzzy Lane, for DARPA)

- Past / Present: A social-history role-playing game for Middle School: (with Muzzy Lane, and Corporation for Public Broadcasting)

- Participatory Chinatown: An urban planning game project, (working with Emerson College professor Eric Gordon and Asian Community Development Corp.)

Music Video Game projects with Virtual Music

- Quest for Fame starring Aerosmith: Designed and co-directed this award-winning music adventure game starring Aerosmith. Published by IBM for the PC and Sony for the PlayStation,

- Stolen Song: A hit music adventure game for the PlayStation in Japan. Published by Sony; featuring Japanese rock star Hotei.

- MusicPlayground online interactive-music service and CD-ROMs: A multiplayer online experience that gives users the power to sing and play music together without lessons.

- Aerosmith's Quest for Fame Arcade System: An arcade-game adaptation of Quest for Fame; for Japanese arcade-game company Namco. Based partly on the success of this project, Namco acquired the company in 2000.

- Aerosmith's Nine Lives CD-Extra: Designed and created interactive music game for Aerosmith's 1998 CD. Project combined Virtual Music technology, puzzles and edgy animation, and included an innovative Internet connection that allowed users to download additional songs.

Selected Awards:

- Lewis-Houghton Civics and Democracy Initiative Award, 2023
- CODie Finalist: Muzzy Lane Author: 2017
- Library of Congress Civics and Congress Award, 2015
- GLS Conference Showcase Finalist for NELL: 2014
- SIIA Serious Games Challenge Winner Finalist 2013: Practice Operations
- Serious Play Silver medal 2012: for Past/Present
- Games for Change 2011: Best Educational Game (co-winner), for Participatory Chinatown
- Serious Play Silver medal 2011: for Practice Marketing
- Serious Play Bronze medal 2011: for MIDDWorld language-learning game.
- SIIA Serious Games Challenge Winner 2010: Practice Marketing
- League for Innovation Best New Product Award (Making History): 2008
- MITX Finalist - Education software (Making History) 2007
- Invision Awards: Silver Medal for Best Overall Game Design (Quest for Fame)
- E3 Leonardo daVinci Award for product design (QFF and Virtual Guitar)

Other Experience

In addition to his game-design work, Bert has designed interactive museum exhibits for the Boston Children's Museum and the New York Hall of Science, created numerous public art installations, and spent a year as visiting artist at Harvard University. He has presented workshops on game design at schools including MIT, Emerson College and Williams College.