



Maximilian Croissant

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PERSONAL

Birth name: Maximilian Oezgen
Date of Birth: 17 January 1993
Place of Birth: Landsberg am Lech, Germany

EDUCATION

Jun 2012

Abitur (Grade 1.6; equivalent to A)
Gymnasium im Schloss,
Wolfenbüttel, Germany

Oct 2014 - Sep 2017

B.Sc. Psychology (Grade 1.2; equivalent to first-class honours)
University of Kassel, Germany

Oct 2017 - Sep 2019

M.Sc. Psychology (Grade 1.0; equivalent to distinction)
Specialisation: Neuroscience and cognition
Friedrich Schiller University Jena, Germany

Oct 2020 - current

PhD Computer Science (write-up phase)
Specialisation: Developing and analysing affective software using ML/AI
University of York, UK

OTHER

2022

Industry Placement: Affective user journey research & game development (12 weeks)
Inhalation Ltd., London, UK

2022

Contract position: Frontend development for AI-assisted writing app (12 weeks)
Write with Laika, Copenhagen, Denmark

2016

Internship: HR Consulting (6 weeks)
Dr. Krüger Human Resources Consulting
Kassel, Germany

2013 - 2014

Stay Abroad: Service (1 year)
Walt Disney World Resort, Orlando, USA

PROFILE

Highly skilled and data scientist, software engineer, and researcher with a strong and unique academic background in Computer Science and Psychology, as well as extensive experience working with industry partners. Passionate about applying new technologies to develop innovative solutions, leveraging data-driven insights, and exploring the interactions between humans and intelligent systems.

EXPERIENCE

Oct 2020 - Sep 2024 (estimated)

Ph.D. Researcher, Data Scientist, & Software Engineer
Department of Computer Science, University of York, UK

In 2020 I secured funding for my PhD research project: "Developing and testing affect-aware video games." It involves the development of novel emotion-adaptive software, modelling user journeys through machine learning, and applying new AI technology to progress affective systems. Currently in the write-up phase and open for work.

Mar 2020 - current

Founder & Software Engineer
Vanilla Noir (www.vanilla-noir.com)

In 2020, me and my partner founded the software studio Vanilla Noir. Since then we developed various apps together with industry partners or funded through the business. My responsibilities included the creative direction and development of digital applications (mobile, web, and desktop) with the main focus on software engineering and system design for complete projects.

Sep 2019 - Sep 2020

Data Scientist & Developer

Department of Methodology, Friedrich Schiller University Jena, Germany

Responsibilities included analysis of complex data for University-wide course evaluations, methodological research, and the development of a web app for automated course evaluation. I was solely responsible for the development of the app, using R, Python, & Javascript.

Nov 2017 - Sep 2019

Student Assistant Researcher

Department of Psychology, Friedrich Schiller University Jena, Germany

Responsibilities included data analysis, planning and conduction of education and emotion experiments, preparation and conduction of meta-analyses (R, Python).

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SKILLS

Programming

C#, Typescript/Javascript, Python, R

Software & Web Frameworks

React, React Native, Unity, Node, Next.js,
HTML/CSS

Research

Quantitative Analysis, Machine Learning,
Data Mining, Experimental Design

Tools & Other Skills

Git, Google Cloud Services, LaTeX, System
Design

Languages

German (Native)
English (C2)
French (B1)

Awards

Rainer-K. Silbereisen-Award for the best
graduate of psychology (2019)

Exam price from the faculty of social and
behavioural science of the Friedrich-Schil-
ler-University Jena (2020)

EPSRC Award from the University of York
with a full studentship for four years of PhD
work (2020)

CSS Design Awards (UI, UX, Innovation
Design) for Vanilla Noir (2022)

Proof of Concept Funding (Software Innova-
tion) from the University of York (2023)

Hobbies

Creative Writing (Literature, Screenplays,
Blogs)

Programming

Game Design

Music (Song Writing, Piano, Guitar, Singing)

Tennis

EXPERIENCE (CONT.)

Jan 2017 - Jun 2017

Student Assistant Researcher

Department of Psychology, University of Kassel, Germany

Responsibilities included planning and conduction of memory experiments, prepa-
ration of stimulus material, experiment programming, and data analysis. Coding was
done mainly in R and Python.

Publications

Software

Vanilla Noir. (2023). Balancey - Mindful Spending [Web & mobile application software].
<https://www.maximilian-croissant.de/en/projects/balancey>

Vanilla Noir. (2022). The Flow Experience [Desktop application software].
<https://www.maximilian-croissant.de/en/projects/the-flow-experience>

Croissant, Maximilian. (2021). Mira's Therapy [Web game prototype].
<https://www.maximilian-croissant.de/en/projects/miras-therapy>

Vanilla Noir. (2020). Atmospheres [Mobile application software].
<https://www.maximilian-croissant.de/en/projects/atmospheres>

Croissant, Maximilian (2017). Lia – The Social Game [Mobile application software].
<https://www.maximilian-croissant.de/en/projects/lia>

Research

Croissant, M., Schofield, G., Frister, M., McCall, C. (2023). The Flow Experience: Design and
Development of Affect-Adaptive Software. Submitted to *IEEE Transactions on Affective Comput-
ing*.

Croissant, M., Schofield, G., McCall, C. (2023). Affective Theories, Methodology, and Effect of
Emotion-Adaptive Games: A Systematic Review.. Submitted to *Entertainment Computing*.

Croissant, M., Schofield, G., McCall, C. (2023). Emotion Design for Video Games: A Frame-
work for Affective Interactivity. Submitted to *ACM Games*.

Croissant, M., & Frister, M. (2021). A data-driven approach for examining the demand for relax-
ation games on Steam during the COVID-19 pandemic. *Plos one*, 16(12), e0261328.

Croissant, M. (2021). Psychology in Games: A look at the interdisciplinary relationship. *Intelli-
gent Games and Games Intelligence Conference 2021*. September 7th-10th 2021 in York, UK

Croissant, M., Glaesmer, S., Klucken, T., Kirschbaum, C., Gao, W., Stalder, T, Sierau, S. (2020).
Endocannabinoid concentrations in hair and mental health of unaccompanied refugee minors.
Psychoneuroendocrinology.

Prinz, T. M., Plötner, J., **Croissant, M.,** & Vetterlein, A. (2019). Progress in Adaptive Web Sur-
veys: Comparing Three Standard Strategies and Selecting the Best. In *International Conference
on Web Information Systems and Technologies* (pp. 148-167). Springer, Cham.

Croissant, M. (2019). Illustration the possibility and benefit of consolidation of schizotypy-data
from different scales using the example of associations with the COMT Val158Met-polymor-
phism. *International Consortium for Schizotypy Research*. June 10th-12th 2019 in New Orleans,
USA

Oezgen, M., & Grant, P. (2018). Odd and disorganized-Comparing the factor structure of the
three major schizotypy inventories. *Psychiatry Research*.