Jacob Zwang
Designer, Developer, Inovator

I designed the Cheezbit brand for a group of developers, designers, and myself to work under. We were looking for a unique name that would set us apart from the crowd. While brainstorming we got slightly off topic and started talking about our favorite programming snacks. It turned out, many of us thought Cheezits were a fantastic programming snack. This got me thinking, "Cheezit", "cheez ... it", "cheez ... bit" "Cheezbit!" They loved it, and it was only a matter of seconds before I pictured the design in my head. Then over the course of a week, I made 10s of concepts, and as a team we settled on the one above.

Sadly although this is one of my most favorite works, it is not in use. It was a school project in high school. "Redesign our school logo" was the assignment. My school, Santa Monica High School, commonly went by the acronym Samohi or Samo. I knew using this would be the key to a great logo, but it did not come easy.

I designed close to a hundred logos before I came up with this one. The blue color, crashing waves of the s and o, and modern aesthetic give it an undeniable beachy feel while still achieving a strong powerful brand image.

AUTOMATION DEVELOPMENT / UI DEVELOPMENT
Alden Pacific Investments, 2021

Alden Pacific Investments, a real estate company was looking for a way to connect and learn about their customers in an automated way. My friend Henry Marks brought this job to me and together we helped design a fully self sufficient survey system for their leads. We wrote it in NodeJS, to ensure that their more beginner full time systems admin would be able to maintain it, and because there was an existing SalesForce api adapter for JavaScript.

The program went something like this: A lead would be added to their SalesForce database in some way or another. We would detect that new entry, and send an email to them. In the email, would be a link to a survey which had their user information encoded in it. As the lead filled out the survey, we would sync each and every question to the SalesForce database in real time. Once the lead was done, they'd get a thankyou, and then automatically be redirected back to the Alden Pacific Investments website.

WEB DEVELOPMENT / DATA MANAGEMENT / UI/UX
Gustav Carroll, 2021 (ongoing)

After being recommended by a teacher, Gustav Carroll approached me with a problem. They are a furniture company, and they had previously been in many showrooms. However, due to covid they had a large inventory of product sitting around in warehouses. Together we devised a plan to build them a new website and integrate it into Ebay to allow easy posting of products to a platform with lots of users, while also having them automatically show up on their website.

WEB DEVELOPMENT / LOGO DESIGN / UI DESIGN
BallotNav, Hack for LA, 2020

BallotNav was an open source project to map out all ballot drop off locations in the entire United States to help people in the 2020 election. I was asked by a friend to help build the initial base of the project. We got the beginning of a prototype working built in ReactJS, Postgres, and Node within the first week or so. I also helped design the logo, specifically I created the icon they use today.

C PROGRAMMING TUTOR
SMC Students, 2020

After seeing me explain many programming concepts to students in my class, a college student asked if they could hire me to tutor them privately. Since then I have tutored a few other college students. Note, I was a high school student while doing this.

CONTENT MANAGEMENT / EVENT COORDINATOR
Open Climate, Yale Open Lab, 2019

I helped organize an event called the Open Climate Collabathon with yale 2 years in a row. I also helped manage their website's content.

UI DESIGN COMPETITION 1ST PLACE WINNER
Nueva Hacks, 2020

In 11th grade I had my first software success. At the time, I couldn't code, so I entered a hackathon which allowed submissions of design only projects. I spent the week creating a next gen communication tool concept along with an animated video demo in Blender. The judges loved it and awarded my design first place.

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DESIGN SKILLS
UI / UX
Automotive
Architecture
Brand / Logo
Infographic
2D/3D Animation
3D Modeling
Video Editing
CGI

DESIGN TOOLS
Blender
Figma
Photoshop
Illustrator
Indesign

PROGRAMMING TOOLS
JavaScript
TypeScript
Svelte
ReactJS
VueJS
Rust
C
Scala
PostgreSQL
GraphQL
Git
Google Cloud
Debian
Ubuntu
Docker
Node
Hasura GQL
Java

MANAGEMENT TOOLS
ClickUp
Notion
Team Gantt