

# Jakub Zegzulka

Designer, Prototyper

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## EXPERIENCE

### Apple — Product Designer, AR/VR (*Contract via Magnit*)

Cupertino, California, US — 02/2024 - 08/2024

- On-site with the Special Projects Group, Marcom.
- R&D of AI/ML, spatial computing, and 3D web (WebGL).

### Meta — AR Product Design Intern, Reality Labs

Burlingame, California, US — 05/2023 - 08/2023

- Led the design of a Core UX flow for the AR Glasses, Project Nazare.
- Worked on the art direction, flow, UX & prototyping in Unity.
- Collaborated on the project with multiple ICs, PMs, and engineers.
- Received approval from the leadership and positive feedback up to the VP level.

### PlaybookXR — AR/VR Designer (*Part-Time Contract*)

Los Angeles, California, US — 11/2022 - 04/2023

- Developed POCs in Unity for skybox and texture AI generation.
- Designed a new locomotion system for the Quest app.
- Researched & conceptualized directions for the new controllers UX & IA in the Quest app.

### Freelancer / Contractor — Designer

Remote — 09/2019 - 04/2023

- Led design of digital products (web, mobile app, brand) at Undout, built a fully functional alarm clock (custom software + hardware) and delivered it to 220 customers after fundraising 550k CZK.
- Designed a new product website for XTND.
- Designed the first MVP version of a browser extension, Verifree, which helped raise \$0.6M from Google.
- Redesigned a city routing planner mobile app, Fuzee.

### Studio Godsey — Product Designer (*Freelance*)

Remote — 05/2020 - 08/2022

- Redesigned a mobile app for Wondr, creating a new design system in Figma, UX, interaction, and visual design. Leading to a 75% increase in users preferring the mobile app over the web app with 220,000+ annually paying participants.
- Designed a new integration flow for Zero Fasting, allowing 5,000,000+ users to connect Oura, Fitbit, and Dexcom devices.

## SOFTWARE

Unity, C#, Adobe After Effects, 3D, Blender, Cinema 4D, JavaScript, HTML, CSS, p5.js, SparkAR, Lightship ARDK, Oculus SDK, Lens Studio, Python, AR, VR, Growth, Design Systems, Adobe Photoshop, Adobe Illustrator, Figma, Sketch, Webflow, Framer

## TALKS & INTERVIEWS

### Czech at Apple and Meta

CZECHCRUNCH

Oct 2024

### Breaking Into AR/VR

SAIC + University of Chicago

Apr 2024

### Designing for VR

KISK, Masaryk University

Nov 2023

### LinkedIn & Career Workshop

Nadání a dovednosti

Dec 2019, Mar 2020

### Growth in Design

Still Iterating Podcast

Feb 2020

### UX/UI and Internships

Proudly Podcast

Jul 2019

### Personal Brand on LinkedIn

LinkedIn Summit CZE

Jun 2019

## **ZOE — Product Design Intern**

London, UK — 06/2021 - 09/2021

- Developed acquisition landing page experiments that led to increased activation rates.
- Designed a prototype on UserTesting.com and conducted user research on the entire acquisition flow.
- Shipped an improved version of an acquisition quiz.

## **Kiwi.com — Associate Product Designer (*Contract*)**

Prague, Czechia — 02/2021 - 05/2021

- Designed a fake-door test for a new fare lock feature, resulting in a 12% open rate and 3% usage rate, which proved the feature's viability and started full product development.
- Designed a new flight check-in feature for Android and iOS.
- Designed app star rating growth experiments for Android and iOS.

## **Avast — Product Design Intern**

Prague, Czechia — 07/2019 - 11/2019

- Designed a concept for a parental control child app, leading the entire design process from research to prototyping and user testing, with a focus on product and visual design.

## **Mavvo — Design Intern (*Part-Time*)**

Prague, Czechia — 11/2018 - 10/2019

- Designed a new website and brand identity for a construction firm.
- Designed concepts for various apps and websites.

## **EDUCATION**

### **ArtCenter College of Design — BS, Interaction Design**

Pasadena, California, US — 09/2022 - Present

- Prototyping, Interactive Art, and XR.

## **RECOGNITIONS & AWARDS**

**Beautifully Designed & Super Effective Portfolios**, Wall of Portfolios, 2024

**7 Portfolio Websites Designers NEED to See**, Andres The Designer, 2024

**UX Design Weekly Newsletter**, 2022

**Bestfolios**, 2019, 2020, 2022

**TOP 3 High Schooler in Czechia**, 2022

**Best Design Portfolios**, Playbook, 2021

**Startup Product Design Portfolio**, Dribbble Stories, 2021

**Portfolio of the Day**, Pfolios, 2021

**Design Portfolios**, Dribbble Blog, 2021

**Case Study Club Newsletter**, 2020

**1st place Startup Weekend Ostrava**, 2019

**2nd place Startup Weekend Zilina**, 2019

**1st place Startup Weekend Prague**, 2019

**1st place Startup Weekend Olomouc**, 2019

**3rd place Teendesign (Visual Communication)**, 2018