# Jimmy Zhou

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## Research Experience

SET Lab                                                          SANTA CRUZ, CALIFORNIA
**Researcher and Designer**                                      *04/2017 – Present*

- Working under Katherine Isbister with a team of 10 to design a social VR game, *Astaire*, through qualitative/quantitative analysis and usability testing of fluidity of HTC Vive's UI and controls.
- Deconstructing dance games to note pitfalls by coding reviews and finding common criticisms.
- Running critical facet playtests for each iteration of *Astaire* on newly implemented features.
- Conducting A/B testing on the readability of serif vs non serif font on gamified backgrounds.
- Running longitudinal playtests for *Rec Room*'s unreleased minigame, *Spellcasters*, to assess design.
- Invited to GDC 2018 to run an ethnographic field study and audio interviews for the game, *Ctrl Shift*.

ASSIST Lab                                                       SANTA CRUZ, CALIFORNIA
**Researcher and Designer**                                      *01/2017 – 09/2017*

- Guest lectured courses on different usability techniques and developing effective KPIs and personas.
- Used guerilla usability testing and content analysis to target pivotal issues for my game, *Cucuvaeua*.
- Designed survey questions and performed quantitative and qualitative analysis to compare gender differences of perceptions and desires of emotional chatbots.

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## Work Experience

Computational Media Program, UCSC                               SANTA CRUZ, CALIFORNIA
**Community Manager**                                           *01/2018 – Present*

- Organizing recreational and professional events such as design dives, localized conferences, and workshops to connect a cross-functional department composed of engineers, designers and more.
- Running workshops to teach students to properly conduct playtests and interviews, and code data.

Toolots                                                         CERRITOS, CALIFORNIA
**Lead Software Engineer/Product Manager Intern (Promoted)**   *06/2017 – 08/2017*

- Worked with a team of 6 to accelerate the development time-line of mobile app for Toolots by 2 weeks, cutting or adjusting features based on competitive analysis and meetings with the marketing team.
- Analyzed regional product preferences, improved DAU and MAU values through Google Analytics and LeadForensics, and reduced bounce rate of the website by more than 10%.
- Led weekly meetings between C-level executives, board members, and other major stakeholders using Tableau to visualize and elucidate quantitative data.

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## Education

University of California, Santa Barbara                         SANTA BARBARA, CALIFORNIA
**Bachelor's in Chemistry**                                    *June 2015*

University of California, Santa Cruz                           SANTA CRUZ, CALIFORNIA
**Master's in Computational Media**                            *In Progress*

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## Skills

- Usability testing
- Playtesting
- Heuristic evaluations
- Competitive analysis

- Content Analysis
- Think-alouds
- Interviews
- Survey design

- Data analysis (e.g.  ANOVA)
- A/B Testing
- Tableau
- C++/C#/Java/SQL

**Google Analytics Certified**
*Hobbies:  Piano, Reading webfiction, Writing usability reviews for games, Playing games*