

Jessie Zhang	Website Email	jessiezhang.studio jessie.a.zhang@gmail.com		
Experience	JAAQ	Designer (Contract) Defining and delivering a product vision for a workplace mental health service in partnership with Bupa, focusing on user experience and developing a functional prototype to deliver accessible, personalised care.	01.2025–Present	
	Normally	Product Designer / Design Engineer Designed and prototyped data- and AI-driven digital products with a service-centric perspective as part of a multidisciplinary team. Explored emerging interaction models and shaped product vision through UX/UI design, visual design, and technical prototyping. Client projects included a digital family wellness platform for Panasonic, data-enabled home services for IKEA, and a personalised audio experience for a global technology company. Led front-end design and development for an internal tool to enhance team knowledge sharing, from MVP to refinement. Actively contributed to studio initiatives as a member of the Equity, Diversity, and Inclusion and B Corp working groups.	09.2022–01.2025	
	XXIX	Digital Design Intern Redesigned the Salt & Stone website, contributing to 5x growth for the brand in its first year, and a conversion rate of 6.5%. Developed brand materials including presentation decks and newsletters.	01.2022–04.2022	
	SPIN	Graphic Design Intern Produced visual assets including animated data visualisations and merchandise for the Waste Age exhibition at the Design Museum, which attracted over 20,000 visitors over four months. Prototyped web-based interactions for exploratory experiences and supported visual identity development for clients across diverse sectors.	07.2021–12.2021	
Education	Central Saint Martins	BA Hons, Graphic Communication Design (with Creative Computing), First-Class Honours	09.2017–06.2021	
	Central Saint Martins	Foundation Diploma in Art and Design	09.2016–05.2017	
	The Henrietta Barnett School	A-Level: A*AA, AS-Level: AAAA GCSE: 12 A*	09.2009–06.2016	
Recognition		MullenLowe NOVA Awards Shortlist D&AD New Blood Awards Yellow Pencil	2021 2020	
Skills	UX/UI Design Graphic Design Motion Design Web Development Prototyping	Figma InDesign After Effects Illustrator Photoshop	Premiere Pro HTML CSS Javascript Vue.js	Nuxt Tailwind Python Raspberry Pi Arduino