Jessy Zhang

xinzhang.jessy@gmail.com
https://itsjessyzhang.com/
(+1)6692489503

WORKING EXPERIENCE

Research Assistant | MAR 2022 – PRESENT ACE Lab, OCAD University, Toronto
· Conducted in-depth research on XR technologies, LLMs
· Investigated and developed innovative techniques at the intersection of XR and LLMs
· Customized a series of LLMs for local integration, refining their performance for child-centric use cases
· Iteratively designed and prototyped systems that combined XR environments with LLMs
· Conducted testing and experimentations on porotypes to evaluate functionality, usability, and effectiveness
· Collected and documented data throughout the experimentation process to inform literature writing.

Freelance UI Designer | SEP 2019 – PRESENT
· Delivered branding and interface design for mobile-based WeChat Mini Programs
· Providing portable design solutions that enhanced the accessibility and usability mobile system across various platforms
· Researching in accessible Mixed Reality Design

Ubertal, San Mateo | SEP 2017 – SEP 2019
· Designed UI for data reporting and visualization, to illustrate complex analytics, trends, and data relationships
· Developed responsive design on desktop and mobile with React.js and CSS3
· Collaborated cross-functionally with design, development, and QA teams to maintain continuous operation of web application.

UI/UX Designer
Tianguan Ltd, Shanghai | JAN 2016 – APR 2017
· Conducted field research on user experience and behavior, summarized insights for internal team sharing on monthly basis
· Designed UI details based on UX research: refined features through iteration with interview feedback, designed wireframes, and high-fidelity prototypes
· Worked as UI engineer to provide pixel-level implementation of front-end design of web interface, with html5/css3/js
· Established optimization guideline for user acquisition, activation, and retention
· Captured and edited photographs for brand marketing and app introduction

Visual Designer Intern More Studio, Shanghai | NOV 2014 — JAN 2015
· Designed wireframes and prototypes, optimized content layout and icons of McDonald's China Website
· Created visual elements and online animations for specific pattern of advertisement
· Designed exhibition manual and posters for 2015 West Bund Art and Design
· Designed visual interfaces for More Studio to express its brand identity

EDUCATION

Master of Design
OCAD University   SEP 2020-SEP 2022

Master of Arts
City University of Hong Kong School of Creative Media SEP 2013-FEB 2015

Bachelor
of Arts in Digital Art Design Fudan University
SEP 2009-JUL 2013

PUBLICATION

Zhang, J., Morris, A., & Hyunkyung Ji, H. (2022, November). Wonder Vision: Augmented Reality and Conversational Interfaces to Facilitate Wayfinding for the Visually Impaired. In Proceedings of the 32nd Annual International Conference on Computer Science and Software Engineering (pp. 62-70).

Martyn, Morris, A & Zhang, J., (2023). Emissary Educator Playmate Oracle (EEPO): A Human-Technology Framework and XR for Children's Well-Being, In 2023 IEEE International Symposium on Mixed and Augmented Reality Adjunct (ISMARAdjunct) IEEE

Designing EEPO: An Emissary Educator Playmate Oracle XR Conversation Agent for Children
J Zhang, A Morris, N Martyn, S Zaccolo - 2024 IEEE Conference on Virtual Reality and 3D User …, 2024

SKILLS

Design & Prototyping: XR, WebXR, Voice Interaction, Accessible & Inclusive Design, Web/Mobile based User Interface Design, User Researching
Dev Realm: HTML5, CSS3, JS, Information Architecture
Graphics and Art: Illustration, Photography, Oil painting

TOOLKITS

Design: Figma, Adobe Creative Suites, Blender
Dev: HTML, CSS, JS, Processing, Unity, P5.js

VOLUNTEER

Volunteer staff at Cantor Center for Visual Arts at Stanford University
JUL 2017-Dec 2017