

Jessy Zhang

UI/UX Designer & Researcher

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WORKING EXPERIENCE

XR Designer & Research Assistant 03/2022-PRESENT, ACE Lab at OCAD University, Toronto

- Conducted in-depth research on cutting-edge XR, LLMs, and voice interaction technologies, driving innovative design solutions.
- Developed and implemented user-centered design strategies in XR and LLMs, enhancing usability and engagement based on user studies and literature reviewing.
- Ideated and prototyped design solutions, resulting in user-driven XR environments with LLM integration, enhancing product functionality.
- Built and optimized 3D interfaces for XR systems, improving user comprehension and interaction efficiency.
- Engineered and refined LLM system prompts with Ollama server, increasing system performance and alignment with user needs by conducting iterative studies.
- Integrated voice agents into Unity and WebXR environments, expanding system functionality and accessibility.
- Executed functionality tests on prototypes to prove of concepts.
- Published research findings on XR, LLMs, and user interactions in high-impact academic journals.

Freelance UI/UX Designer 09/2019-PRESENT

- Delivered cross-platform designs by visualizing client needs and producing high-fidelity solutions across mobile and web applications.
- Led user research for an online learning program, cooperating with cross-functional teams to ensure product success.
- Designed and developed an accessible AR application for visually impaired users.
- Conducted interviews and research with visually impaired individuals, providing critical insights for inclusive design strategies.
- Explored cutting-edge AI and MR technologies, advancing accessible design practices for the visually impaired.

UI/UX Designer (Contract) 09/2017-2018/09, Futurewei, Santa Clara

- Led in-depth research on AR technologies and home monitoring systems.
- Formulated wireframes and user flows in early stages of prototype development.
- Created UI for data reporting and visualization to illustrate complex analytics and trends.
- Iteratively prototyped designs and collaborated with teams to drive product progress.
- Designed high-fidelity user interfaces for web and mobile applications.
- Collaborated cross-functionally with development and QA teams to ensure smooth web application operations.

Lead UI/UX Designer 01/2016/-10/2017, Tianguan Ltd, Shanghai

- Conducted field research in e-commerce, identifying key user pain points and developing high-impact design solutions.
- Led cross-functional product teams, ensuring alignment between branding and UI/UX design.
- Designed and prototyped mobile interfaces, translating user feedback into high-fidelity designs, enhancing overall usability.
- Built hi-fidelity user interface and visual graphics of web promotions and onsite events.
- Captured and edited photographs for brand marketing and app introduction.
- Photographed products and made plans for online product display.

Visual Designer Intern

11/2014 - 01/2015, More Studio, Shanghai

- Devised wireframes and prototypes, optimized content layout and icons of McDonald's China Website.
- Created visual elements and online animations for specific pattern of advertisement.
- Built visual interfaces for More Studio to express its brand identity.

EDUCATION

Master of Design. OCAD University

09/2020 - 09/ 2022

Master of Arts. City University of Hong Kong

09/2013 - 02/2015

Bachelor of Arts. Fudan University

09/2009 - 06/2013

SKILLS

Design & Prototyping & User Research:

Web/Mobile application, XR/WebXR, Voice Interaction, Web Development, User Testing, Accessible & Inclusive Design, User Interview, Storyboarding

Dev Realm: HTML5, CSS3, JS, Information Architecture

TOOLKITS

Design: Figma, Adobe Creative Suites, Blender

Dev: HTML, CSS, JS, Processing, Unity, P5.js

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