

JESSICA ZHANG


NARRATIVE DESIGNER

CONTACT INFORMATION

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EDUCATION

 Honours B. Game Design
Sheridan College
Class of 2021

TOOL PROFICIENCY

- ▶ Twine/Yarn
- ▶ Unity (C#)
- ▶ Visual Studio
- ▶ draw.io
- ▶ JIRA
- ▶ Microsoft Office Suite
- ▶ Adobe CC
- ▶ Autodesk Maya
- ▶ Zbrush
- ▶ FMOD Studio
- ▶ Cubase
- ▶ Reaper

PROFILE

- ▶ Demonstrates Leadership & Initiative
- ▶ Strong Collaborator
- ▶ Highly Adaptable
- ▶ Personable & Friendly
- ▶ Receptive to Feedback
- ▶ Excels at solo & team work

RELEVANT EXPERIENCES

MIGA NARRATIVE AWARD FINALIST 2019

“RECALCULATING” | GAME & NARRATIVE DESIGNER | TEAM OF 3 | MARCH 2019 - PRESENT

Game experience reflective of dangers of rideshare services for women incorporating narrative mechanics around emotional design pillars

- ▶ Created character profile to better understand character motivations
- ▶ Designed multi-ending narrative structure
- ▶ Iterated upon core mechanics to improve overall game feel
- ▶ Lead and attended meetings with artist and coder to solve design challenges

USER EXPERIENCE DESIGN PITCH

COMMUNITY GARDEN | GOOGLE | FEBRUARY 2020

- ▶ Designed mobile social networking app to promote community on post-secondary school campuses
- ▶ Researched and developed market personas for app's user experience
- ▶ Crafted narrative experience with specific references to personas' needs

GAME DESIGNER

RAINDROP GAMES PBC. | APRIL 2019 - SEPTEMBER 2019

- ▶ Designed game mechanic concepts to address current social issues
- ▶ Maintained design documentation to improve overall team communication
- ▶ Lead meetings to determine how to ethically integrate sexual assault narratives

UNITY INSTRUCTOR

CLOUD TIMES GLOBAL | MAY 2019 - JULY 2019

- ▶ Instructed children aged 10-17 the fundamentals of Unity
- ▶ Created syllabus for 14 day course
- ▶ Introduced basic level design concepts

ACHIEVEMENTS

PLATINUM GDC NARRATIVE REVIEW AWARD (x2)

“PERSONA 5” NARRATIVE ANALYSIS | “INTERROGATION” NARRATIVE ANALYSIS | 2019-2020

- ▶ Narrative review paper received top platinum award out of >130 applicants
- ▶ Designed posters to summarize narrative review clearly and concisely
- ▶ First individual to receive back-to-back Platinum Award in competition's history

BEST PARTY GAME AWARD

JUNGLE BUNGLER | SHERIDAN DESIGN WEEK | FEBRUARY 2019

- ▶ Deconstructed and designed board game based off design prompt from Ubisoft Toronto
- ▶ Top 10 finalist of 40 student teams