

SHIRLEY

ZHANG



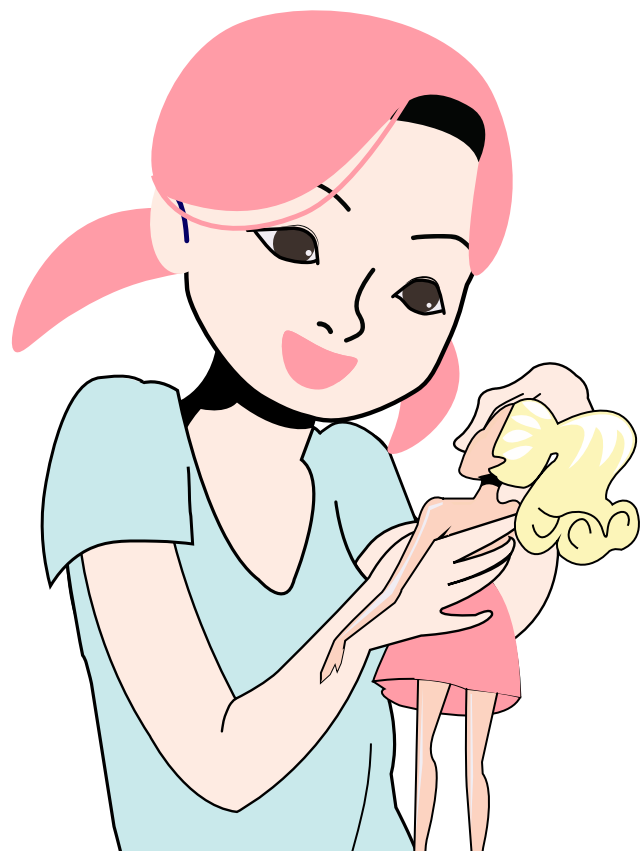
ABOUT ME

ArtCenter College of Design

Sept 2016-Dec 2020
BS in Product Design,
Graduated with honors

University of California, Berkeley

Aug 2022-Dec 2023
Master of Design (MDes)



I approach design by playfully enhancing everyday life, believing that "function" starts with "fun." I refine concepts that give thought to the touch, the environment, the feeling, and the storytelling through understanding my audience's aesthetic, interests, and needs. Solving problems that deeply consider quality of life allows me to craft joyful and immersive experiences.

Warner Bros. Entertainment

Jun 2019-Aug 2019

Creative, Product Development & Brand Assurance Intern

- Produced style guides based on future consumer product trends and retailer's feedback.
- Participated in brainstorming sessions and cooperated with other designers to develop new products of Warner Bros' IP (DC, Looney Tunes, Wizarding World, etc.)
- Connected to licensees to discuss and generate new product ideas and review the submitted product samples to ensure the design language fits the brand.

Blue Note Therapeutics

Jul 2021-Jul 2022

Designer

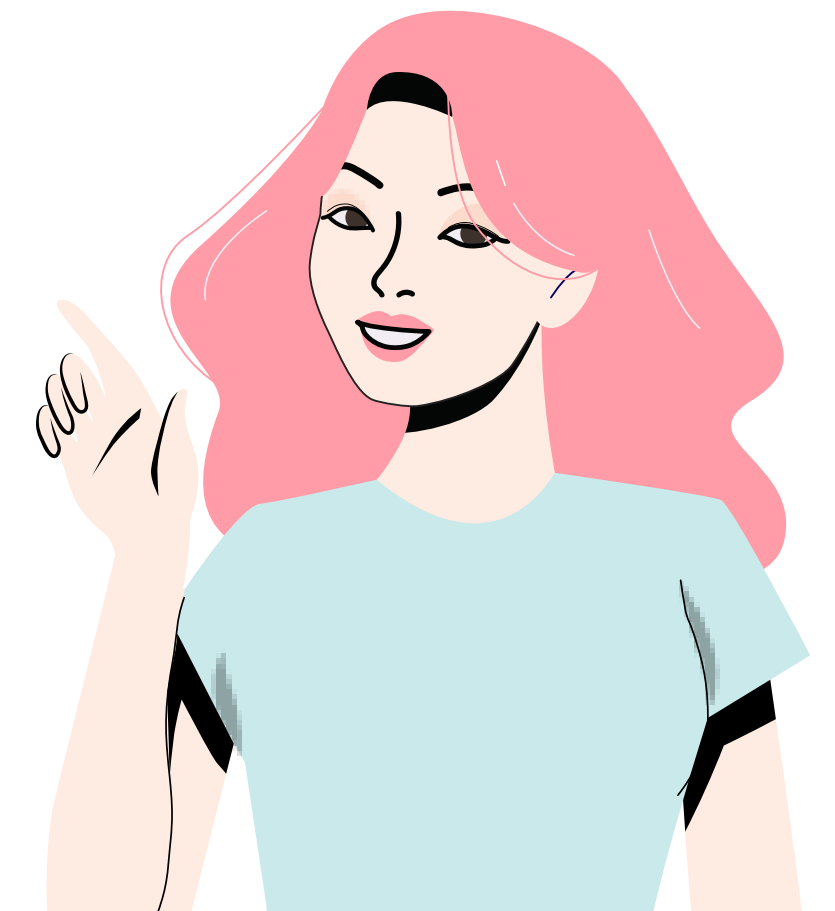
- Provided creative solutions by designing engaging graphics and branded looks for company's website, presentations, and marketing materials, elevating brand identity and user experience.
- Created visual layouts and illustrations to complete Blue Note's storytelling.

Jzwares LLC

May 2023-Aug 2023

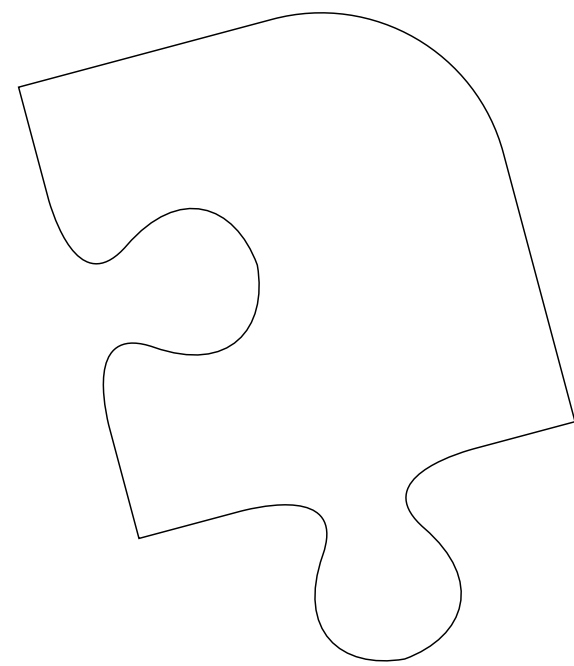
Product Design Intern - Pokémon

- Collaborated with the team to brainstorm innovative concepts for new Pokémon toy products.
- Created detailed concept sketches and product development sheets, optimizing products for manufacturing and user engagement.
- Reviewed and documented samples; and provided feedback for iterative improvements.
- Conducted market research to identify trends and consumer preferences, contributing insights for new product features and new areas of expansion.



CONTENTS

More projects on www.shirley-zhang.com



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A physical-digital game that bridges 2D perspectives with 3D toy objects to help children strengthen their spatial visualization capability and develop creativities.

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A wearable stress level sensor and stress management app with a cutting-edge, retro-futuristic aesthetic that seamlessly blends into Gen Z user's tech-savvy lives.

18 Entertro

An innovative approach aims to eliminate waiting aversion and create immersive moments in theme parks, transforming the traditional queue into an engaging part of the entertainment journey.

23 Internship at Jazwares

Product Design Intern for licensed Pokémon plastic toys. Mainly worked on action figures, statues and playsets.

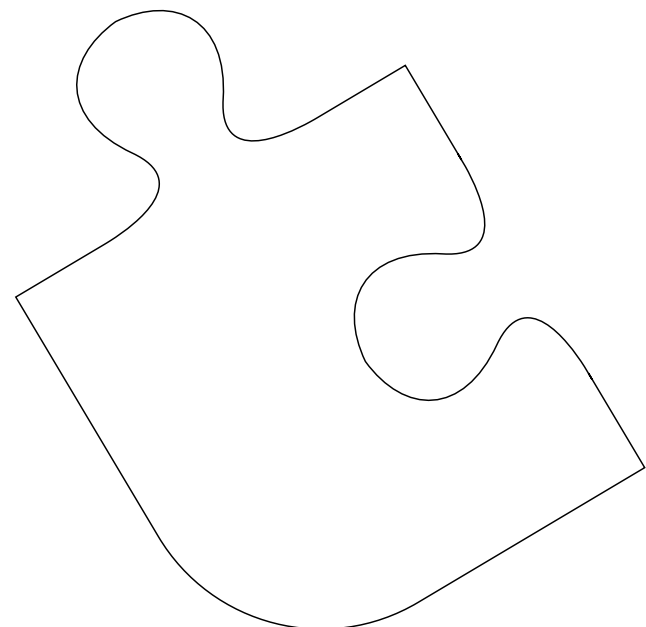
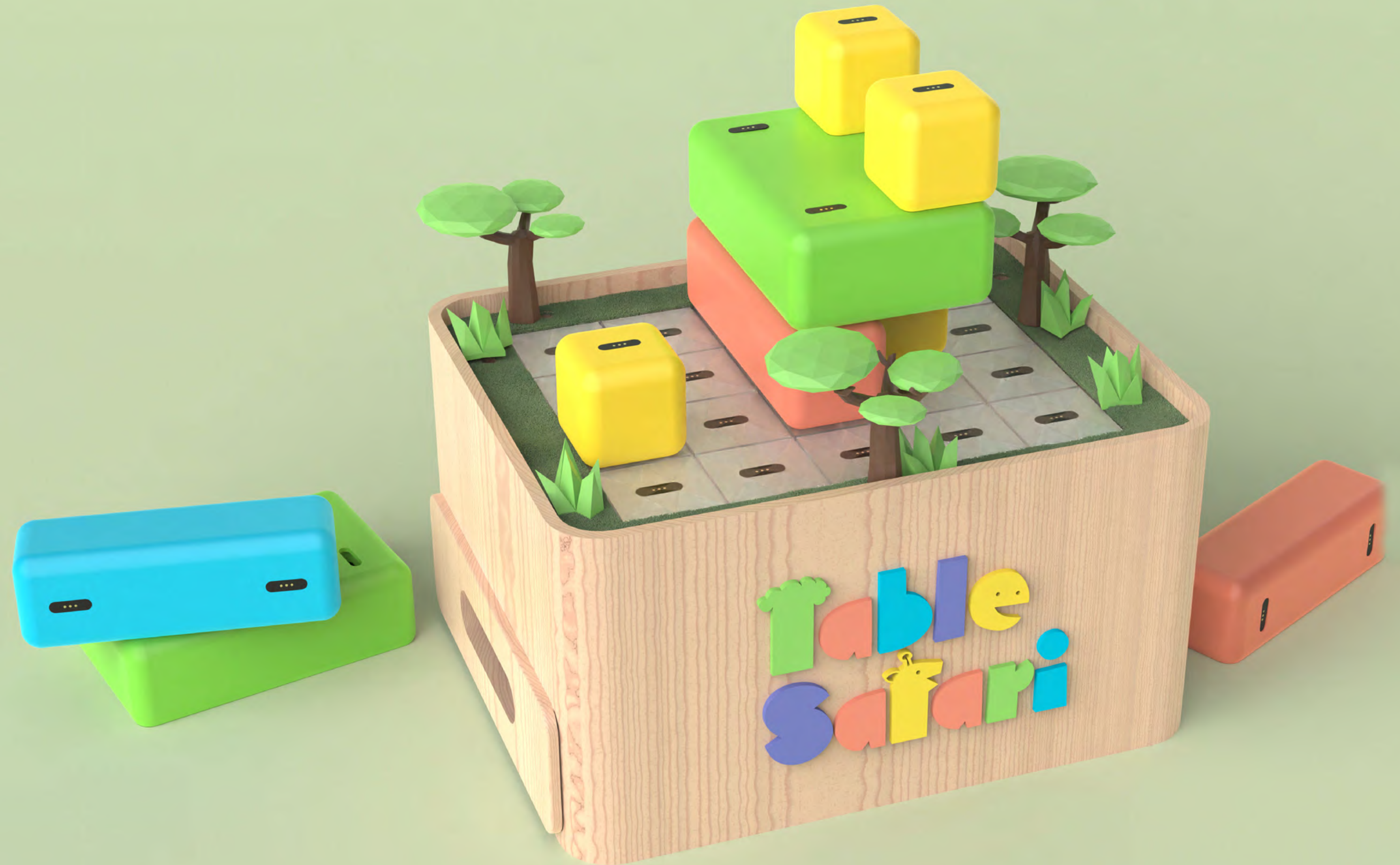


Table Safari

Using the power of game-based learning, Table Safari innovatively enhances the spatial awareness skills of young users (aged 5-7) by connecting 3D blocks with 2D perspectives, making learning an exciting adventure.

SAN
FRANCISCO
DESIGN
WEEK

HONORABLE
MENTION
2023



RESEARCH

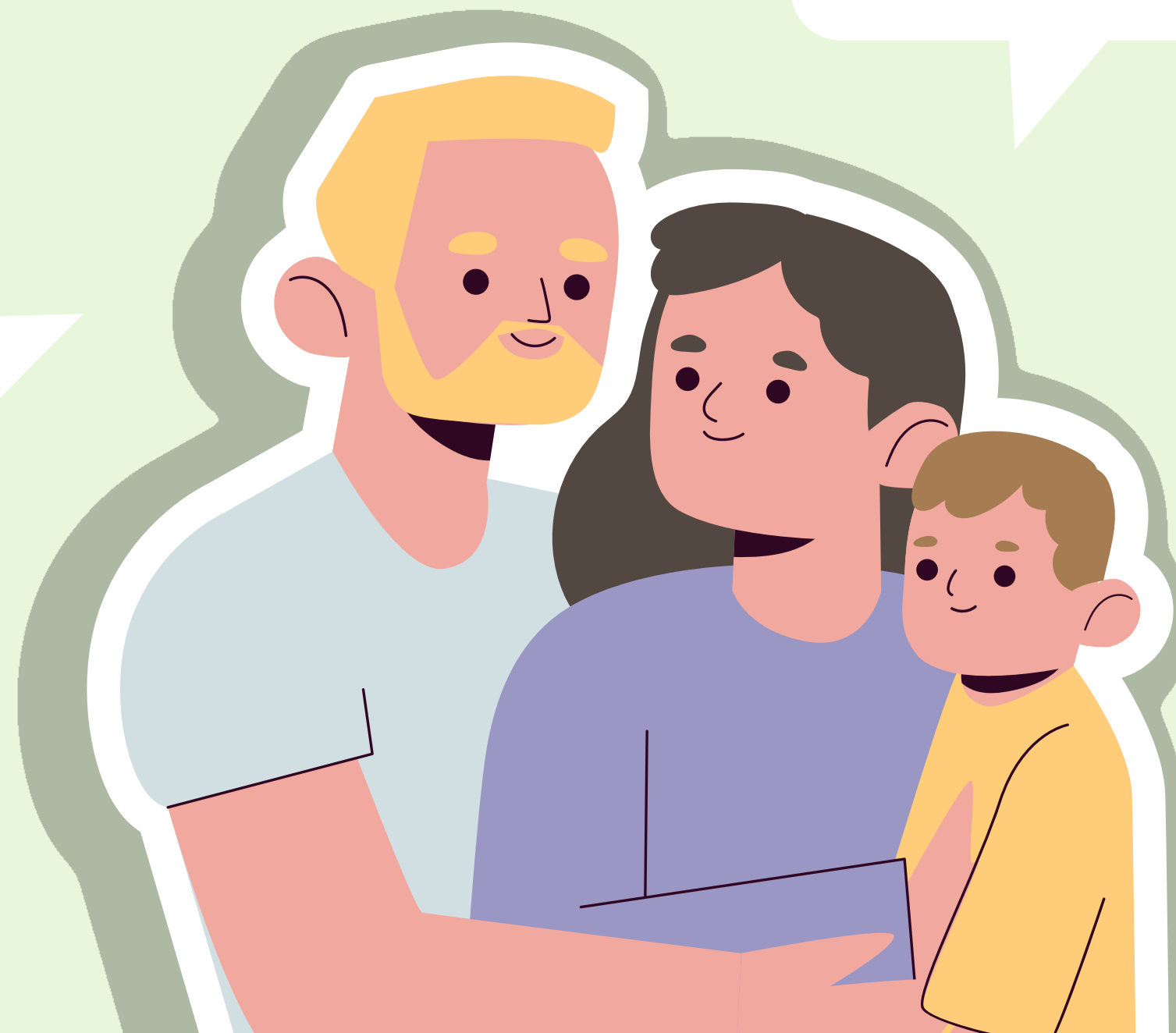
We studied two families, comprising four children and two parents, to discover design opportunities and insights.

Parents prioritize cognitive development in toys and games.

Children prefer games that encourage imagination and creativity.

Children find satisfaction in accomplishments

Positive feedback motivates children.



FEATURES

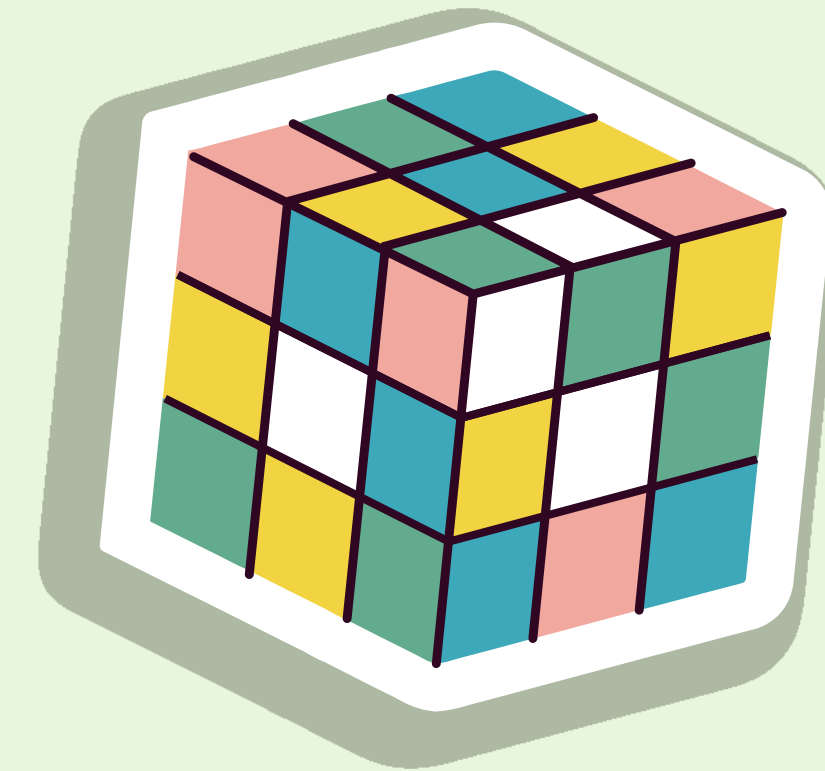
Summarizing the needs found through interviews, we decided on three design features that our project will be targeting:



Playful and refreshing to keep children engaged



Provides real-time feedback or generate outcomes to encourage creative exploration



Challenging enough to provoke active thinking, but not too challenging to let children retreat



As users place the blocks based on the 2D instructional views shown on the tablet, Table Safari will provide real-time feedback to guide the following building actions. If the correct block is placed, fun knowledge about that animal will be presented.

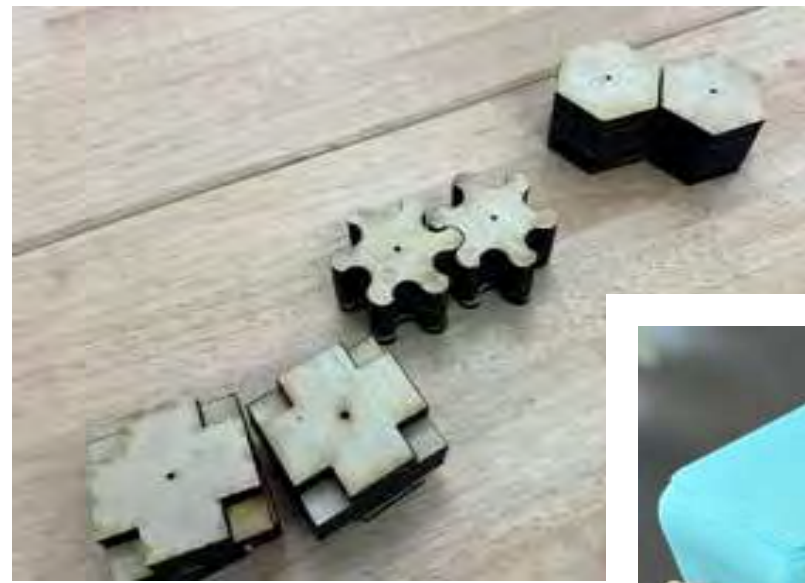
Analyze the graphics

Build the blocks

Learn about wildlife



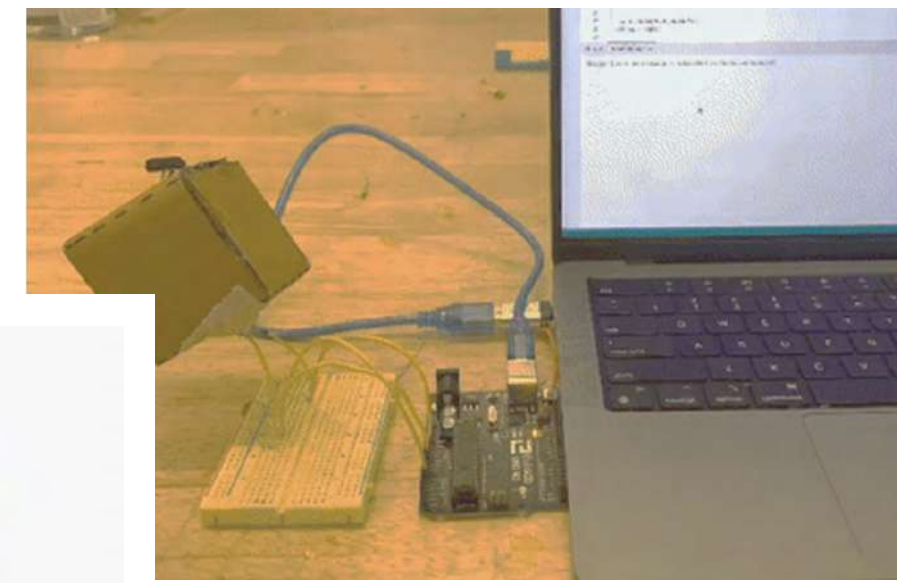
PROCESS



Form Ideation



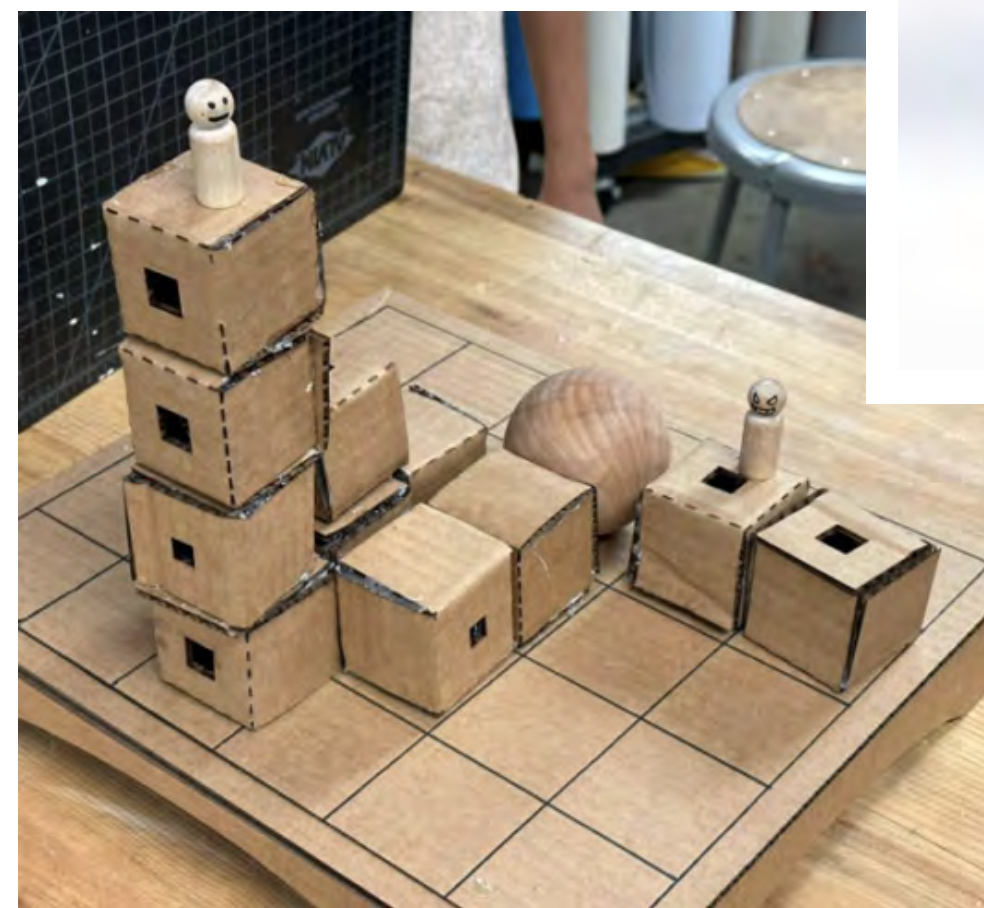
3D Model Adjustment



Programing & Functionality Test



Ergonomics



Usability Test



CMF Iteration

PHYSICAL GAMEPLAY

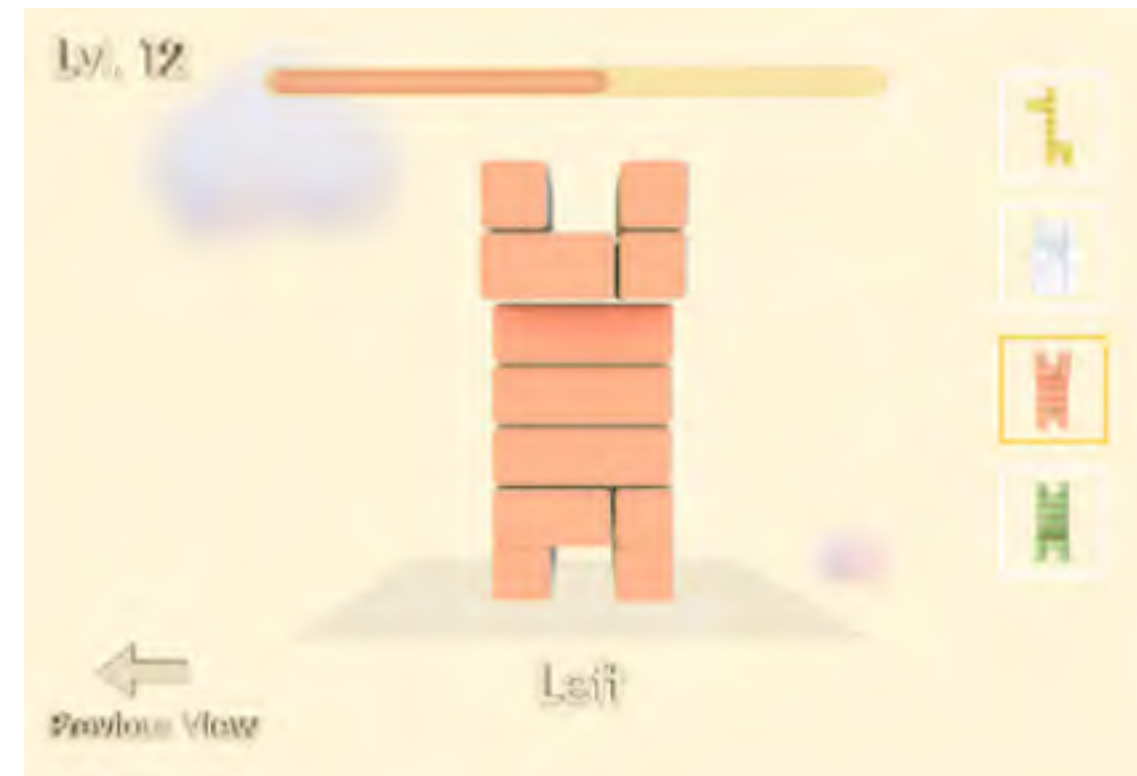
Table Safari contains a set of blocks and a chamfering wooden gameboard featuring decorative plants on top and a storage drawer on the bottom. Each block contains built-in resistors, allowing their positions to be detected through magnetic pogo pin grids using resistance mapping.



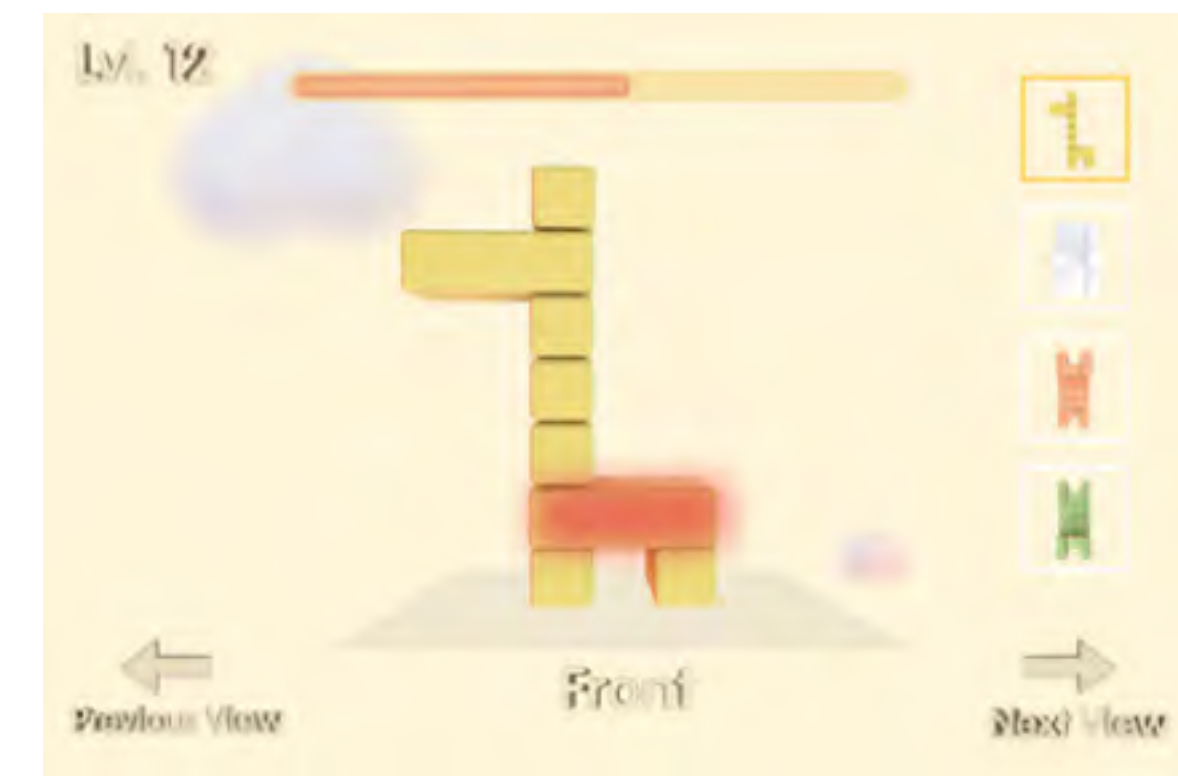
USER INTERFACES



Start



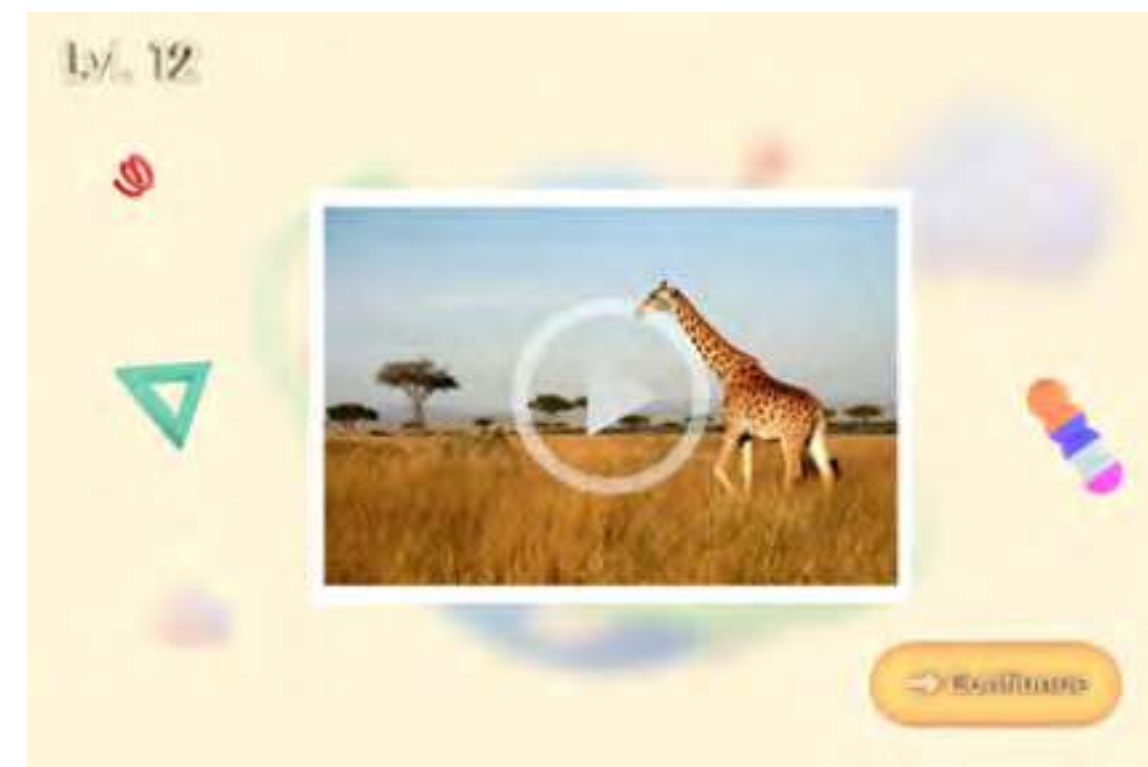
Switch views: Top, Left, and Front



Incorrect block being placed



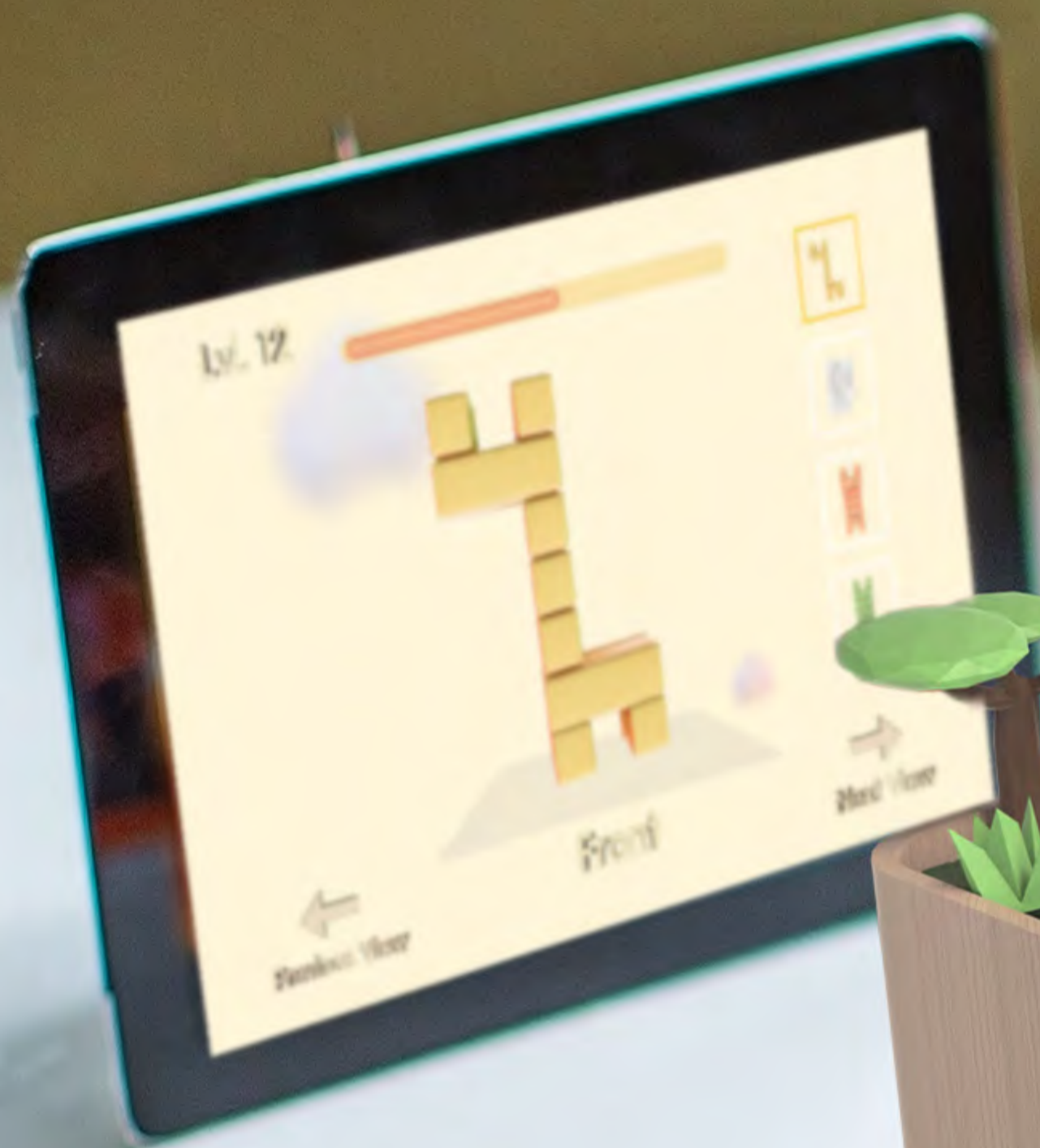
Correct block being placed



Facts about this animal reveal as correct blocks being placed



Completion





chillax





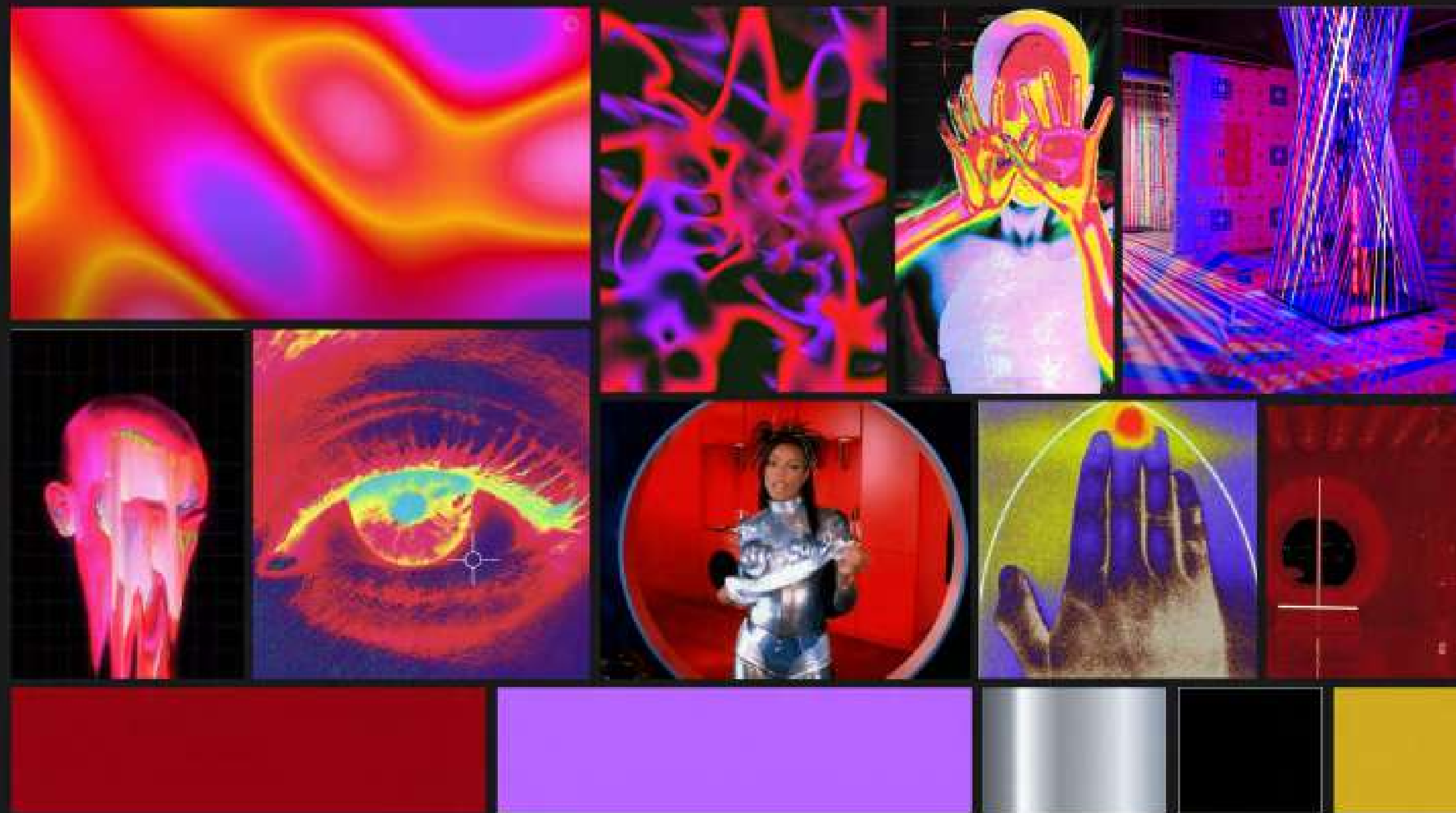
CHILLAX is a cutting-edge accessory designed to help manage stress levels featuring a distinct nostalgic aesthetics. Using advanced biometric analysis, **CHILLAX** reliably assesses stress through Electrodermal Activity (EDA) and related technologies. Once the users' stress level is detected, **CHILLAX** guides them through a range of soothing activities and meditation techniques to help them calm down and reduce their anxiety.



MOOD BOARDS

In order to cater to the preferences of our target users, **CHILLAX** incorporates forms inspired by Y2K and Frutiger Aero style products, interiors, and artworks. To heighten the sensory experience of Gen Z users, **CHILLAX** features the iconic metallic texture from those eras. Additionally, we have added some vibrant digital colors, including neon purple and green, to our palette. This not only creates a more optimistic feeling for our users, but also blurs the boundary between the physical and digital realms.

Stress



Relax





Stress



Relax

Form and motion representing the stress level

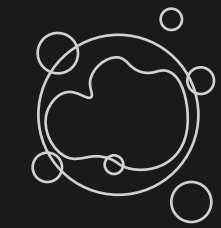
Biometrics including body temperature, heart rate, blood pressure, etc.



Smooth movement guiding deep breathe and meditation



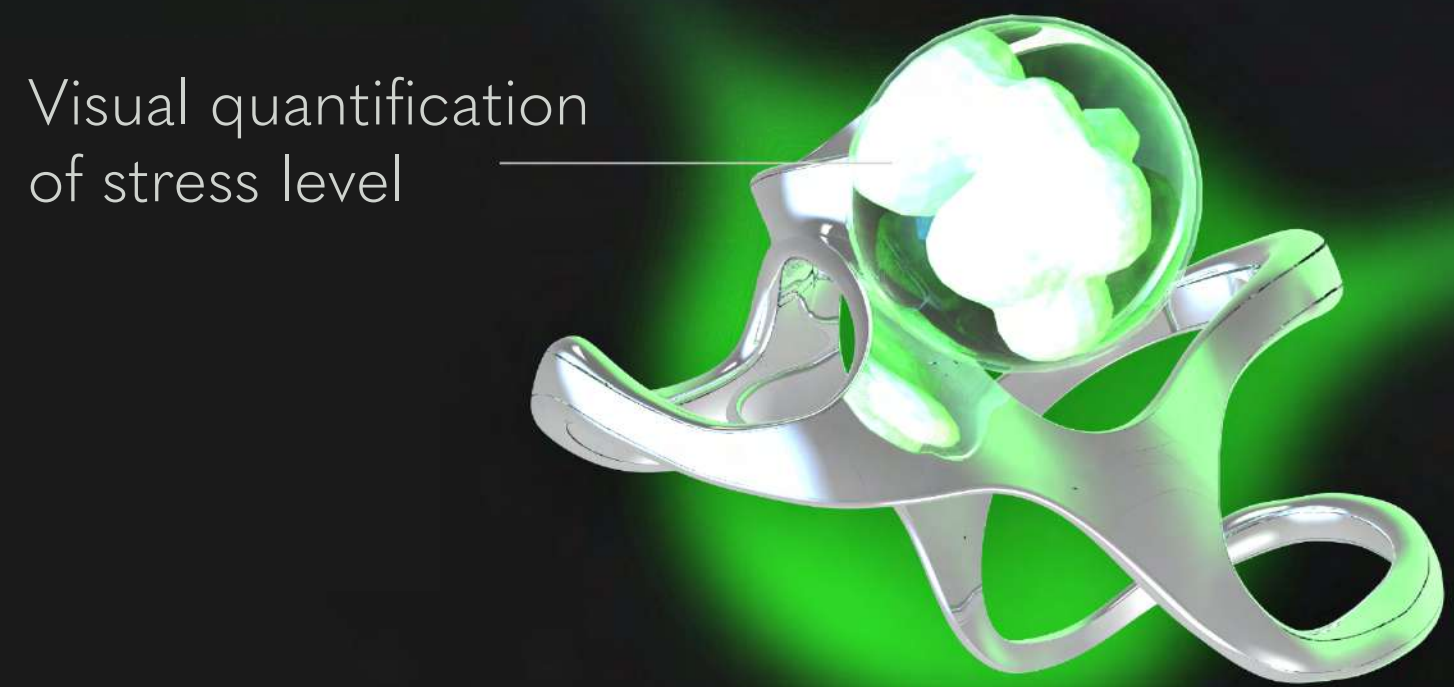
Inhale



Exhale

Meditation progress bar

Users decide if they want to extend meditation time



The wearable uses the same visualization as the screen design, so users can monitor their mental status and get relax on the go. By creating a fashion-forward and accessory-worthy piece, we want to empower the users to wear and express their tastes.



Entertro

Entertro transforms the theme park queueing experience by seamlessly integrating cutting-edge technology with engaging narratives. It aims to eliminate the boredom of waiting and creates a seamless entertainment journey, immersing visitors in an experience that seamlessly incorporates queues into the overall adventure of the theme park.

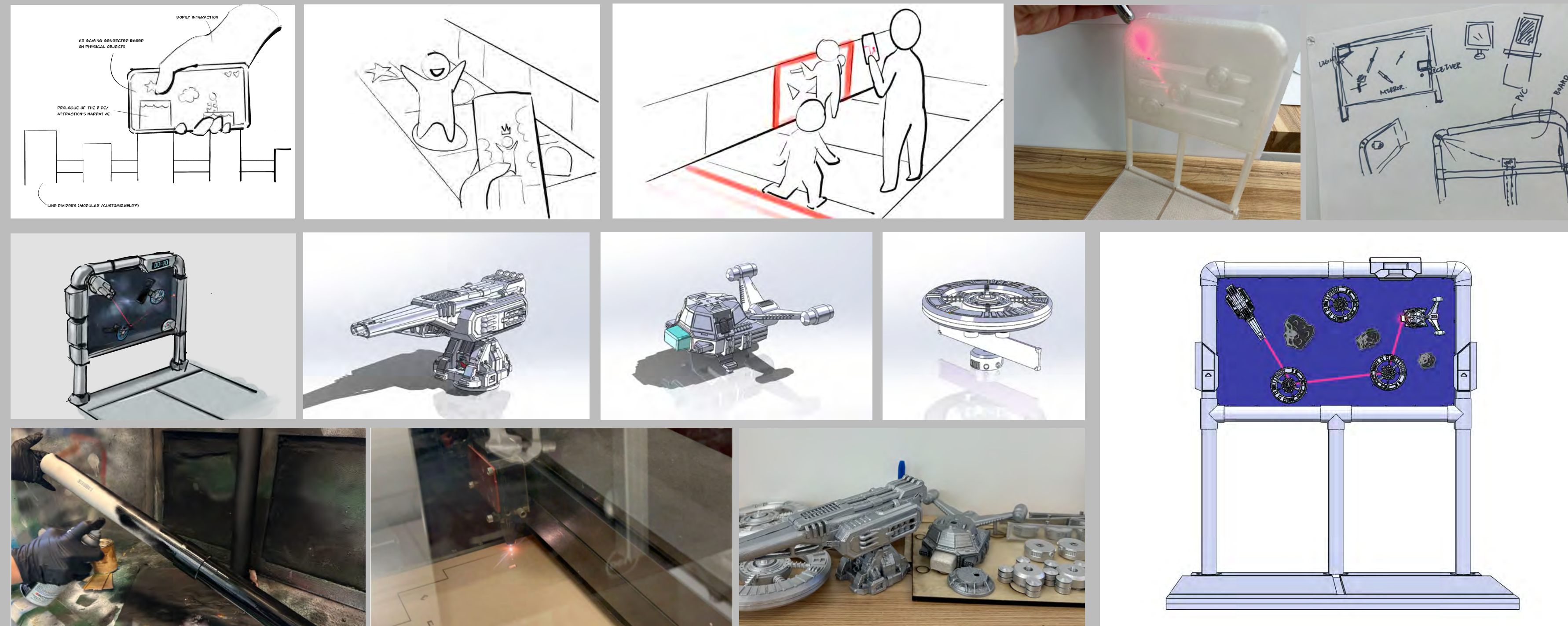
RESEARCH

Through an on-site observation in the theme park, we found that children are the most active group at theme parks, constantly seeking attention and engaging in movement, while adults often see waiting in line as a chance to rest. This inspired us to create Entertro, a gaming experience considering children's active nature and adults' need for relaxation, incorporating narratives, AR technology, and tangible user interfaces.



PROCESS

We developed some dual-purpose design ideas for families, proposing a system where children interact with tangible objects such as queue barriers and parents use smartphones for an augmented reality (AR) game linked to those physical elements. Expanding beyond queue barriers, we later incorporated ground features for queue management and gaming maps, enhancing the overall theme park experience. And we also prototyped a 1:6 scale mock-up to validate our concepts.



ENTERTRO

Entertro is designed to accommodate two queue dynamics. First, it facilitates a quick progression when visitors board the ride. Second, during the stationary phase before the next ride, Entertro turns queue barriers into an interactive and playful experience for waiting visitors, enhancing the entire ride cycle.

LED Light sl

Sensor



Boarding



Waiting



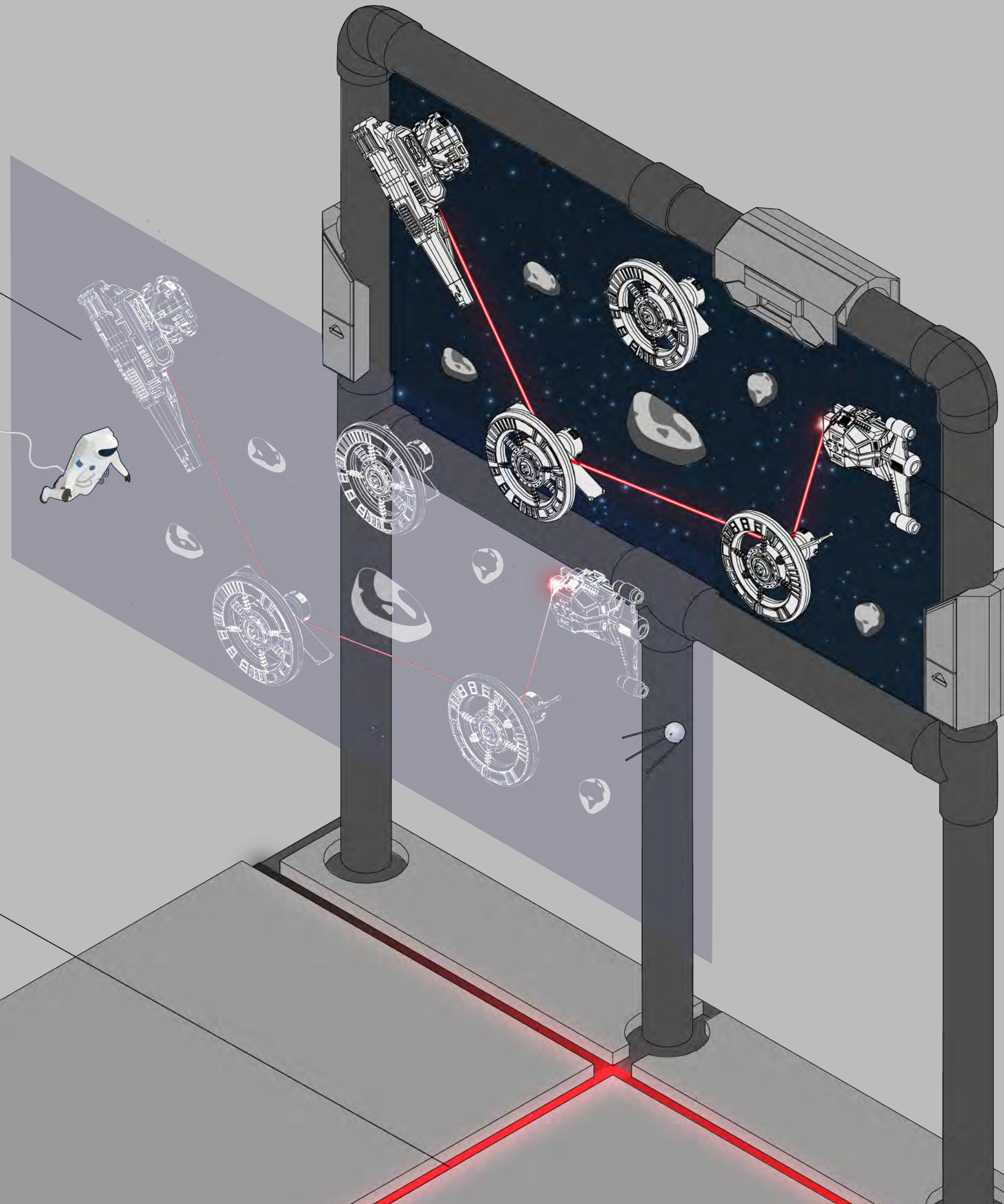
Boarding again

APPROACH

Entertro's function was achieved through three key components:

This component enhances the overall narrative by introducing overlays to the above physical components. The AR layer complements and enriches the visitor's experience, creating a seamless blend between the physical and digital realms.

AR Entertainment



Queue Barrier Interface

When the ride is in operation and the queue comes to a temporary stop, visitors can interact with these barriers to engage in physical gameplay. The design ensures that the duration of each gameplay aligns with a single round of rides, facilitating effective queue management while providing an enjoyable experience for visitors.

Ground Elements

These components serve as both a game interface and navigational cues for visitors in the queue when it is moving. They guide the movement of visitors to ensure a smooth and fast flow.

WORK AT JAZWARES

During the summer of 2023, I had the pleasure of working as a Product Design Intern at Jazwares. In this role, I was responsible for creating new Pokémon licensed plastic toys and improving existing concepts to enhance both their manufacturability and user appeal. My primary areas of focus included action figures, statues, and playsets.

Action Figures



Statues



Playsets

