Jake Aden Zaslav

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EDUCATION

Concordia University, Montreal, QC   May 2026
Media Studies (M.A.)
Awards*:* Faculty of the Arts and Sciences Master's Fellowship (2024)
Relevant Coursework: Design Theory and Practice, Inclusive and Accessible Design**,** Quantitative Research Methods

Tufts University, Medford, MA   May 2020
Double Major: Music & Political Science (B.A), *Summa Cum Laude*
Awards: Prize Scholarship of the Class of 1882 from Tufts University (May 2020), Outstanding Achievement Award in the Tufts University Department of Music (May 2020)

SELECTED EXPERIENCE

Milieux Institute, Concordia University, Montreal, QC   Sept 2024-Present
Research Assistant, Machine Agencies Lab
- Conducted research on using biological feedback, such as heart and respiration rate, to generate AI sound and video.
- Built wireframes and interactive prototypes in Sketch to implement on mobile and desktop platforms.
- Led the design process for websites of lab projects including conducting industry analysis, establishing design systems, developing information architecture, building prototypes, and implementing the sites using HTML and CSS.

HelloFresh, New York, NY   May 2022-Aug 2024
Associate Producer
- Designed internal video asset tracking tools and documentation, contributing to a 75% increase in creative production efficiency for video projects and a 78% decrease in freelance video editor costs.
- Conducted qualitative interviews, usability testing, and user journey exercises across growth, creative, and brand operations stakeholders to validate and develop post-production pipeline improvements.
- Implemented generative AI tools into video production workflows, projected to save $100k in freelancer expenses.
- Managed 300 creative studio projects, producing over 2000 video assets for use in organic and paid video platforms.

Curated, San Francisco, CA   Sept 2020-Jan 2022
Digital Video Producer
- Drove a 10x growth in monthly views and watch time, resulting in 1 million views and over 30,000 hours watched.
- Pitched, developed, and produced over 150 branded digital videos focusing on outdoor and adventure content.
- Partnered with the UX research team to design qualitative user studies and conduct focus group research on videos.
- Designed and wrote instructional manuals to teach remote video production techniques to athletes.

SELECTED PROJECTS

What's Your Party Vibe: Created a web app that used Google Gemini's LLM to generate custom party ideas and digital invitations based on user-selected keywords.
- Trained and wrote prompts for the large language model.
- Implemented automated prompt optimization processes that enhanced user prompts for more unique results.
- Managed product design process including the development of wireframes, high-fidelity prototypes, and interaction animations for both desktop and mobile platforms using Figma and Principle.
- Led the visual quality assurance process

AeroConnect Aircraft Interfaces: Crafted the visual design and user interface for Concordia's Society of Automotive Engineers' proposed hydrogen-powered helicopter.
- Created high-fidelity cockpit interfaces in Figma that simplify helicopter operation and reduce workload for pilots.
- Led the user-centered design process through conducting qualitative interviews, developing user personas, and outlining design priorities for the aircraft and digital cockpit.
- Developed dashboards that effectively visualize data for pilots from cameras, LiDAR, and GPS sensors.

SELECTED SKILLS

Figma, Photoshop, Illustrator, After Effects, Premiere Pro, Principle, Sketch, Axure, Microsoft Office, HTML, CSS