

Samantha Foong

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Education

Imperial College London

2019-2023

MEng Design Engineering. On-track for a 1st class honours degree.

Data Science (75%), Economics & Finance (74%), Innovation & Entrepreneurship (70%)

Work Experience

Atmo Technology Ltd

Mar '22 - Sept '22

Front-End Product Developer

- Built a web application to monitor environmental data using Vue.js, Django, PostgreSQL and Tailwind.css. MVP delivered in 5 months.
- Introduced user-centred design techniques and led the product team to develop an environmental-monitoring portal for UK's largest industrial sites (Hinkley Point C, HS2, Network Rail).
- Designed and conducted user research studies with current clients to validate features and identify development priorities.
- Built and pitched a product roadmap to the CEO, then the wider company to sync the engineering and sales teams with the product vision.
- Created and designed the company's first design system on Figma.

Imperial College London

Jan '22 - Mar '22

Undergraduate Teaching Assistant (UTA)

- Selected as an UTA for the 2nd Year Finite Element Analysis module after achieving the highest mark (77%) in the module among a cohort of 82 students.

Stance Fitness Ltd

June '21 - Aug '21

UI/UX Designer

- Designed the user experience and UI of a smart gym mobile app utilizing lo-fi and hi-fi wireframing, realising the founders' vision for the product's value proposition.
- Created the company's design system for all their touchpoints and communication channels, including the pitch deck used to raise £62,000 of initial capital.

Activities and Awards

Imperial College Design Engineering Society (612 active members)

President

July '22 - Present

- Secured funding package worth £2,000 per annum from the Design Engineering Department for Imperial College's first student-run makerspace.
- Launched a peer-to-peer Skill-Up Evening event series with on average 92% of survey respondents rating the events 4 or 5 out of 5, and 99% responding they would recommend the event to others.
- Produced the society's first fortnightly email newsletter. 804 subscribers, 51% average open rate.
- Increased event attendance by 80% on average compared to similar events pre-pandemic.

Treasurer

July '21 - July '22

- Organized largest ever annual society hackathon with 105 participants, remote and in-person. Raised £4,500 in cash and prizes from 4 companies.

Imperial College Robotics Society 'Household of the Future' Hackathon

Feb '21

1st Place, team of 2

- Awarded "Most Well-Developed Project" and £250 by RS Components for a tactile, multiplayer boardgame designed for socially-distanced households.

Additional Information

Technical Skills: Vue.js, Javascript, HTML/CSS, Figma, UX Design, User Testing, Agile Development

Other Activities: Art and Culture Instagram Influencer (@samandculture)