

# Bingxin Zhang / Samantha

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**Portfolio:**  
<http://samanthaz.me/>

## Education

Northwestern University  
Master of Science Candidate  
**Integrated Marketing  
Communications**  
December 2013

Fudan University  
Bachelor of Arts  
**Communications**  
June 2011

## Skills

In-depth Interviewing  
Marketing Research  
Netnography

Storyboarding  
Wireframing  
Prototyping

OmniGraffle  
Axure RP  
Adobe Photoshop  
Adobe Illustrator  
Adobe Fireworks  
Adobe Flash

HTML / CSS  
Javascript / jQuery  
Python  
GitHub

Microsoft Office Excel  
SPSS / SAS / R  
SQL

## Languages

Chinese (Mandarin)  
English

## Project Experience

NUvention Web, Northwestern University / 2013

**Chisel Note** (<http://chiselnote.com/>)

Designed and launched a note taking app that integrates typing, drawing, and annotating seamlessly, streamlining the process of taking class or meeting notes on a tablet.

Named top 50 College Startups Fall 2013 on [collegestartup.org](http://collegestartup.org).



NUvention Web Course, Northwestern University / Spring 2013

**Chisel Type** (<http://samanthaz.me/demo/keyboard/index.html>)

Created a redesign of the iPad keyboard, adopting full-size keyboard layout, by-word processing, and machine learning features.



Direct & Interactive Marketing, Northwestern University / Spring 2013

**ONE.org Gamification Strategy** ([link](#))

Designed a point system to activate ONE.org's target audiences and motivate them to take valuable actions. Presented in Social Media Week 2013, titled "Not Social Media, Social Action."



Mahone Technology / Summer 2012

**Tao Tao English** (<http://imtaotao.com/>)

Created the user experience design of a gamified oral English practicing application. Reached No.7 in Education Section in China App Store and received over 30,000 downloads.



Fudan University / 2007 - 2012

**Fudan Student Website** (<http://stu.fudan.edu.cn>)

Managed the largest student website at Fudan, with over 80 student employees, 3,000 daily page views, and ten sub-sites, providing a wide range of web services.



## Work Experience

**Demand Marketing Intern** | Adobe Systems / San Jose, CA / Summer 2013

Analyzed top 50,000 Adobe.com site search queries, made improvements and gave further suggestions. Eliminated 15% unnecessary searches from the targeted queries. Added urgent messages into SEO meta data. Lifted unit sales by 49% in the first week.

**Analyst** | CIC, Kantar Media / Shanghai, China / 2011 - 2012

Provided IWOM (internet word of mouth) research and consulting reports for top brands.

**Digital Marketing Intern** | Microsoft MSN / Shanghai, China / Summer 2009

Collaborated with sponsors and design agencies, launched the MSN Backdrop Design Campaign, one of the major campaigns in MSN's 10th Anniversary Celebration.

## Honors

**Winner of imo Hackathon@Northwestern** / Fall 2012

Created the visual design, user interface and front-end code of an online turn-based shooting game within 22 hours, using imo APIs, HTML, CSS, and Javascript.

**CIC Breakthrough Mindset Award** / 2011

Measured consumption intentions from social media language material in different geographic locations.