

Samantha Zhang

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Sunnyvale, CA

Experience

Co-founder, Head of Design | Agave | Oct 2021 - Jan 2026

- Drove the founding product vision and design strategy, securing YC & Accel seed funding and scaling the company to a profitable \$6M+ ARR business with 400+ customers.
- Owned the end-to-end design and product strategy for Agave Sync, leading the cross-functional team to launch a new product line that achieved 17x customer growth in its first year and now accounts for over 70% of company revenue.
- Refined the core product UX through hands-on leadership of the first 30+ customer implementations, then codified the process into a scalable playbook that enabled a new team to deliver the industry-leading experience.

Sr. UX Designer | Amazon Alexa | May 2017 - Sept 2021

- Defined the end-to-end UX architecture for knowledge visualization across all Alexa multimodal devices, creating the foundational framework for all fact-based answers from election maps to stock charts.
- Contributed foundational data visualization design patterns to the central Alexa Design System, influencing the evolution of its core visual style and raising the bar for data-rich experiences.
- Pioneered the first framework to measure multimodal customer satisfaction, establishing a new standard of quality that empowered product teams with actionable levers to improve the user experience.
- Designed and shipped internal curation tools that accelerated the content development pipeline for 50+ knowledge engineers, enabling the launch of new external-facing Alexa Knowledge Skills.

Design Lead | Graphiq (Acquired by Amazon) | Feb 2014 - May 2017

- Designed the company's flagship data visualization product, driving 300M+ monthly impressions through syndication with AP & Reuters and serving as a key asset in the company's acquisition by Amazon.
- Established the company's first design system, wrote the production HTML and CSS pattern library that unified our brand identity and accelerated development across all web, iOS, and Android products.

Education

M.S. Integrated Marketing Communications

Northwestern University, 2013
GPA: 4.0

B.A. Communications

Fudan University, 2011

Speaking

Learning from Lego: A Step Forward in Modular Web Design

Amazon WebDevCon, 2019

Data Visualization for Alexa

Conflux, 2018
Amazon's Design Conference

Awards

Top 50 Contech Startups

CEMEX Ventures, 2025

Top 50 Vertical SaaS

BCV x Headline, 2023

Category Winner at Creating Reality Hackathon (VR/AR)

USC, 2018

Euro RSCG Tatham Award (Top 5%)

Northwestern University, 2014

Core Competencies: Design Systems • UX Architecture • B2B SaaS • Data Visualization • User Research